

RURAL MANITOBA

Elie
Haywood
Île-des-Chênes
La Broquerie
Letellier

Lorette
Marquette
Notre-Dame-de-Lourdes
Rathwell
Richer
Saint-Adolphe

Saint-Claude
Saint-François-Xavier
Saint-Georges
Saint-Jean-Baptiste
Saint-Joseph
Saint-Laurent

Saint-Léon
Saint-Malo
Saint-Pierre-Jolys
Sainte-Agathe
Sainte-Anne
South Junction

WINNIPEG
875 Dakota
36 Lakewood
185 Provencher

CAISSENOTES



www.caisse.biz | info@caisse.biz

SEPTEMBER | OCTOBER 2010

MEMBERS' NEWSLETTER

FRANÇAIS AU VERSO

NAME OF THE NEW CAISSE AND CONTEST WINNER

In December 2009, members of Caisse Elie, Caisse La Prairie, Caisse Pembina and Caisse Saint-Boniface voted in favour of merging these four Caisses. The new Caisse, resulting from this merger, will be incorporated on September 1st, 2010.

Following this decision, the Caisses launched a contest to find a name for the new Caisse. Over 550 entries were submitted. Our contest winner is Guil Perreault; he received \$1,000. He indicated: *"the name is more descriptive of what the Caisse does and still maintains brand recognition for existing members"*.

Since the first Caisse was founded in St. Malo in 1937, services offered by our financial institution have greatly evolved. The Caisse now offers the following services and more:

- Wealth Management
- Mortgages and Loans
- Everyday Financial Accounts and Services
- Investments
(Mutual Funds, GIC, TFSA, RRSP, RRIF, RESP)
- Online Banking
- Free Financial and Estate Planning



From left to right: Guil Perreault, contest winner and Joël Rondeau, CEO of Caisse Populaire Groupe Financier Ltée.

Adding a description which groups together all of our services and partners was therefore imperative. From this, came the chosen descriptive "Financial Group" which from now on will be part of the Caisse's official name: **Caisse Populaire Groupe Financier Ltée.**

As of September 1st, 2010, the Caisse will assume a new corporate identity:



This new brand represents our financial institution's longevity, evolution and transformation throughout the years and encompasses a modern simplicity that will last for years to come.