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PRESS RELEASE

For immediate release

Caisse La Prairie - Appointment of a new Chief Executive Officer

Winnipeg, October 9, 2007 – Mr. Léo Leclair, President of the Board of Directors of Caisse La Prairie, is pleased to announce the appointment of Mr. **Joël Rondeau** as Chief Executive Officer of Caisse La Prairie, effective December 1st, 2007.

Mr. Rondeau is a chartered accountant (C.A.) and has earned a bachelor of commerce degree from the University of Manitoba. He has also completed a securities course from the Canadian Securities Institute.

He has nearly 8 years experience as Finance and Operations Manager with the Manitoba Caisse network. Prior to joining the Caisse, he worked for a chartered accounting firm.

« In the past few years, Mr. Rondeau has worked very closely with Paul Gilmore, Chief Executive Officer of Caisse La Prairie. He gradually assumed several responsibilities which has prepared him very well to take over as Mr. Gilmore's successor » mentions Léo Leclair.

We wish him success and all the best in his new role.

With assets totalling 240 million \$ and thirteen branches serving over 12,000 members, Caisse La Prairie offers a wide range of financial services in both French and English. The Caisse is part of a cooperative network that shares its profits with its members while offering guaranteed deposits without maximum limit. Membership is open to all.



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Source:

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