

Press Release
For immediate release

NEW CAISSE BUILDING OPEN FOR BUSINESS ON PROVENCHER BOULEVARD IN ST-BONIFACE!



September 22, 2011 - St-Boniface (MB)

On the eve of celebrating its 75th anniversary, **Caisse Financial Group** opened the doors to its newly constructed 'Caisse' building at 205 Provencher Boulevard on Monday, September 12th, 2011.

Construction of the newest building on Provencher Building started in May 2008, but had to be modified considerably as a result of the merger of the four Manitoba Caisses in September 2010, which led to the creation of one single Caisse, **Caisse Financial Group**.

"In the original project, the former Caisse St-Boniface was to occupy three of the four floors, explains Marcel Gauvin, Vice-President, Credit, head of the construction project. "Following

the approval of the merger by our members, we modified our plans to occupy all four floors, relocating our existing Provencher Branch, Commercial Services Department, our affiliate, C Finance, Wealth Management Services, and our new Caisse Financial Group Corporate Office, all under one roof. Despite these changes, the project was completed on budget and on time due to an excellent collaboration between our partners, Bockstael Construction, Stantec Architecture and our Caisse team."

"The new Caisse building makes it easy for our members to access all their financial services in one place, increases the efficiency of our operations and contributes significantly to the ongoing development of Provencher Boulevard and the St-Boniface area", indicates Joël Rondeau, Chief Executive Officer, Caisse Financial Group.

As of Monday, September 12th, the Provencher Branch, previously located at 185 Provencher Boulevard, is now located on the mezzanine level at 205 Provencher Boulevard. « Our new Provencher Branch is our biggest and most modern branch. With our members' interests in mind, we included many new touches to this branch, including a beautifully decorated and bright setting with welcoming atrium, glass elevator that offers a panoramic view of historic St-Boniface, teller stations with option to sit or stand while being served, new drive-thru ATM at the rear of the building, walkup ATM at the front of the building, on-site terminals for on-line banking, self-serve coffee bar and ample reserved parking for members and visitors. Our Wealth Management Services are located on the 2nd floor and our Commercial Services on the 3rd floor, so that our members need only come to one place to do all their business', adds Joël Rondeau.

Caisse Financial Group employs 230 persons, with 75 staff members at the new location on Provencher Boulevard, and was recently nominated by the Manitoba Chambers of Commerce as a finalist for the 2011 Manitoba Business Award in the category 'Large Business'.

« We will be moving our Corporate Office to the 4th floor of our new building on Monday, September 26th. Once we are settled in, we will be hosting a Grand Opening Celebration on Wednesday, November 2nd for our members and invited guests. Our new Caisse building is a standing testament to the long history of Caisses in Manitoba of which we can all be proud', concludes Joël Rondeau.

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Source :
Diane Bilodeau, Marketing Consultant
Caisse Financial Group
Telephone : (204) 237-8988 ext. 1021
Courriel : dbilodeau@caisse.biz



On September 1st, 2010, the four Manitoba Caisses merged to form one new Caisse: **Caisse Financial Group**. Caisse Financial Group is a bilingual financial co-operative, with over \$900 million in assets, 26 branches, 30,000 members and 230 employees, ranking 7th among financial cooperatives in Manitoba and 31st in Canada. Member-owned and driven by co-operative values, Caisse Financial Group is significantly different from traditional banking institutions while offering the full range of financial products and services. In addition to profit sharing with member-owners, Caisse Financial Group returns approximately 5 % of its profits to its communities on an annual basis, contributing directly to the economic development of local Manitoba communities; these contributions will exceed \$250,000 in this fiscal year. Caisse Financial Group will be celebrating its 75th anniversary in 2012, having been the first financial co-operative to be officially registered in Manitoba in 1937. Membership is open to all Manitobans.