



Media Release
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For further information: Mr Neville Parsons, CEO
Holiday Coast Credit Union Ltd
1 Commerce Street, Wauchope NSW 2446
Phone: 02 6580 8226 Email: ceo@hccu.com.au

EMBARGOED UNTIL 2 JUNE 2010

MEMBERS ARE THE WINNERS AGAIN AT HOLIDAY COAST

Holiday Coast Credit Union is once again celebrating after receiving for the fourth consecutive year Money Magazine's "Personal Lender of the Year" Award.

The prestigious *Money* Magazine Consumer Finance Awards are presented annually to those institutions excelling in various consumer financial products and services. All financial institutions operating in Australia are reviewed in the determination of these Awards.

According to the CEO of Holiday Coast Credit Union, Neville Parsons, to receive the Award of Personal Lender of the Year for the fourth year in a row is a fantastic achievement and it is external independent recognition of the quality of Holiday Coast's personal loan products and most importantly the features and benefits that are valued by consumers.

"This Award together with the April 2010 Canstar Cannex 5 Star rating for the Holiday Coast Home Sweet Home Loan and Money Magazine's "Best of the Best" recognition in December 2009 for the credit union's Great Day Deeming Account highlights the true value of the products and services available to all members of Holiday Coast Credit Union." Mr Parsons said.

The pooling of members funds and the use of those funds to support loans to members was the basis for the formation of the credit union in 1967.

"From our humble beginnings in 1967 Holiday Coast Credit Union has always worked to provide local people with the ability to access good value and beneficial personal loans that meet their needs and expectations, with extremely high standards of customer care and features and benefits valued by credit union members," Mr Parsons said.

Today, Holiday Coast Credit Union is a highly successful community-based, member owned mutual financial institution that predominantly serves the Holiday Coast and the Maitland communities.

According to Mr Parsons "personal service and the responding to members' financial needs continue as one of our key strategic priorities. This Award is again testimony of the value and benefit to our members in delivering on our positioning statement *It's a Great Day!*"

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