



MEDIA RELEASE

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COMMUNITY CPS RETURNS 'STRONG' DIVIDEND TO MEMBERS.

An independent analysis of the financial services offered by Community CPS shows that it pays in a very real sense to be a member of the regions biggest home grown financial institution.

In its analysis of the 'hidden value' that the credit union delivers to members by way of competitive interest rates and transaction charges, Cannex Financial Services Group says Community CPS generates more than \$6.4 million a year in 'member value.' This in turn represents an annual return of around \$119 for each member.

Cannex likens 'member value' to a share dividend; a measurement of the return members receive from owning a share in the credit union and 'banking' through Community CPS.

The Cannex analysis found, among other things, that members were, on average, substantially better off as a result of their association with Community CPS. It said the Credit Union's deposit and loan products generated significant value to members with deposit products contribution 63% and lending products providing 37%.

Community CPS chief executive officer, Robert Keogh, said today he is delighted with the results of the analysis that successfully compared the Credit Union with four of the major banks and two of the smaller regional competitors.

"It is a clear demonstration of the value of banking with Community CPS rather than other competitors. We will use the findings to seek new members and encourage existing members to increase their financial arrangements with us," he said.

Robert Keogh said the performance review undertaken by Cannex reinforces Community CPS' view that it is a real financial alternative for consumers in the region. It also confirms other independent research, which indicated a 92% member satisfaction rating on service.

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