



## **ANNOUNCEMENT**

### **PARAMA Lithuanian Credit Union Partners with CRI Canada**

October 16, 2006 - CRI Canada and PARAMA Lithuanian Credit Union (PARAMA) are pleased to announce that PARAMA has selected CRI Canada as the partner of choice for their creditor insurance program.

PARAMA's key strategic goals focus on provision of outstanding member service and maximizing member benefits through knowledgeable and well trained staff. Through their evaluation process PARAMA determined that CRI Canada was the ideal partner to meet those needs. CRI Canada will be PARAMA's exclusive provider for creditor insurance through Life Investors Insurance Company of America.

"We are very excited about the opportunity to work together with the PARAMA team in order to build a highly comprehensive program for their members," said Nigel Millington, Regional Vice-President Sales and Marketing for CRI Canada. "PARAMA's enthusiasm and commitment to member service are an ideal fit with CRI Canada's strategic strengths."

"One of PARAMA's highest corporate priorities is to provide personal and competitive service, and after evaluating CRI Canada's offerings, we firmly believe this partnership will put us in a much better position to deliver on this goal," says Einar Medri, General Manager & COO, PARAMA. "We are very excited about this decision, and look forward to working with a strong strategic partner."

CRI Canada's General Manager Tom Dutta adds, "We are delighted that PARAMA has chosen us as its partner. This addition supports our growth strategy in Ontario and we are committed to PARAMA and our other credit union partners for the long term. This is just one of several new relationships in Ontario and we're not done yet."

PARAMA is the world's largest Lithuanian Credit Union, and is the 25th largest credit union in Ontario. With over \$147 million in assets and 6,000 members, PARAMA is a full-service institution serving the needs of the Lithuanian and non-Lithuanian community since 1952. PARAMA's outstanding service and efficient operation has enabled it to pay out approximately \$8.5 million in profit shares since 1996.

CRI Canada is a leading marketer of credit insurance products and technology for the Canadian credit union industry. It provides integrated credit insurance, technology, training, and marketing solutions combined with superior administration and service. CRI Canada offers insurance solutions through Life Investors Insurance Company of America, a member of the AEGON Insurance Group, so client credit unions can feel confident knowing that their members have purchased insurance that is backed by an industry leader.

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