

FOR IMMEDIATE RELEASE:

TWCC announces strategic hires in its aggressive growth campaign

WINNIPEG (Jan. 04, 2011) – Tribal Wi-Chi-Win Capital Corporation has appointed three key players in its continuing drive for expansion and business development, Chief Executive Officer Alan D Park said today.

“Our most important asset will be the people working for us as we move forward in the coming decade,” said Mr. Park. “We are thrilled to be recruiting such top-quality people who want to grow with us.”

Appointed are:

- *Nathan Ballantyne*, a member of the Misipawistik Cree Nation (formerly Grand Rapids First Nation) in Manitoba, returns to TWCC as the Director of Business Development. Prior to his appointment, Mr. Ballantyne worked for a \$50 million Private Equity fund as an Investment Analyst. The CAPE (Capital for Aboriginal Prosperity and Entrepreneurship) Fund was founded by former Prime Minister Paul Martin and 21 of Canada’s leading companies, individuals and international foundations to invest in Aboriginal businesses across Canada.

Before joining the CAPE Fund, Mr. Ballantyne was closely involved with TWCC’s diversification strategy in the development of a new financial product. He holds an MBA from the Edwards School of Business at the University of Saskatchewan and an Advanced Bachelor of Arts degree in First Nations Governance from the University of Manitoba. He is currently a candidate in the CFA (Chartered Financial Analyst) program and passed the level 1 exam this past June.

“I am extremely excited about rejoining TWCC and working for the First Nations people of Manitoba,” Mr. Ballantyne said.

- *Crystal Laborero*, a member of the Sapatowayak Cree Nation who was born and raised in Winnipeg, is TWCC’s Director of Human Resources. Prior to her appointment, she had been Director of Business Development at TWCC. She is the founding CEO of TWCC’s wholly-owned subsidiary, Aski Financial. Ms. Laborero has extensive experience in Aboriginal human resources as well as community development.

This includes Director of Aboriginal Relations for the United Way of Winnipeg. In addition, she was pivotal in development of the Aboriginal Employment Initiative with the Winnipeg chamber of Commerce and the Business Council of Manitoba. This initiative was the first of its kind in Canada because it brought together two major business groups, two levels of government and representation for a national Aboriginal organization.

“I am very proud to be part of TWCC and the important work it does for Aboriginal economic empowerment,” said Ms. Laborero, who spent 10 years with the Royal Bank Financial Group in capacities ranging from management and human resources to opening the first on-reserve branch for RBC in Manitoba at Pequis First Nation.

- *Brenda Zurba* brings 14 years of sales, sales management and executive leadership to her new position of Director of Sales and Marketing at TWCC.

Ms. Zurba worked for NEBS Business Products for more than 10 years and continuously advanced from a territory manager to sales manager for Western Canada and Ontario West.

A member of the Canadian Professional Sales Association, Ms. Zurba also served as the National Sales and Marketing Director for TelPay Incorporated, managing multi-channel sales of 24 million transactions worth \$14 billion annually, customer support and marketing. The CPSA is a national institute that through designation professional standards in sales and marketing.

“It is very exciting to be part of TWCC at this stage of its development as a leading Aboriginal financial institution,” Ms. Zurba said.

Established in 1993 with just three employees, TWCC has written more than \$34 million in loans in 45 First Nations communities in Manitoba. It has grown from 28 employees in 2006 to 120 today across three lines of business. Revenue has grown by 200% in the same period.

TWCC was selected by *MANITOBA BUSINESS Magazine* as one of the 50 Fastest Growing Companies in the province in 2009. Earlier this year, TWCC gained ISO 9001:2008 certification as part of its commitment to high management standards and sustained service quality.

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