
CWB banks on local kids with record donation

CWB and customers work together to raise \$300,000 for community-based children's charities

EDMONTON, December 15, 2009 - Canadian Western Bank's (TSX: CWB) (CWB or 'the Bank') *The Greater Interest GIC*[®] campaign this year raised \$300,000 for children's charities across Western Canada. This unique personal and community investment product was offered through the months of September and October and resulted in the largest ever donation from this campaign. For every dollar CWB clients invested in *The Greater Interest GIC*[®], CWB made a donation of 1/8% back to the community in which the deposits were raised. The donations went to local Big Brothers Big Sisters chapters across Western Canada, and in Edmonton and surrounding area, to the local Youth Emergency Shelter Society.

"We work hard to support and strengthen the communities that our customers call home, even when economic times are tough," said Peter Morrison, CWB Vice President of Marketing and Product Development. "This unique investment delivers two distinct returns. The first return is for our clients with a competitive rate on their guaranteed investments. The second return is to help improve the lives of kids and youth in the communities in which our employees and customers live, work and play."

"During these uncertain economic times, it has been more challenging for us as a charitable, not-for-profit organization to raise funds for our mentoring programs and services," said Jenifer van Meenen, Director of Development and Communications, Big Brothers and Big Sisters of Calgary and Area. "CWB's *The Greater Interest GIC*[®] campaign generated a significant donation to help us and other organizations like ours to serve the children and youth in our communities."

Canadian Western Bank is the largest Canadian bank headquartered in Western Canada. CWB offers a full range of business and personal banking services through 37 branches located across the four western provinces. CWB is a part of Canadian Western Bank Group which is comprised of the Bank, Canadian Western Trust Company, Valiant Trust Company, Canadian Direct Insurance Incorporated and Adroit Investment Management Ltd. In 2009, Canadian Western Bank Group contributed more than \$1 million in charitable donations and sponsorships across Western Canada.

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