



Friday November 17, 2006

All "SMILES" for Members Equity Bank and its customers

Australian Financial Review's Smart Investor has named Members Equity Bank (ME) as the "Best Specialist Home Lender" for its outstanding customer service as determined by the 2006 SMILES poll.

Thousands of Australians have rated customer service attributes by Australian companies and nominated their favourite institution in an email reader survey.

Chris Morris from Smart Investor said the survey is conducted to provide a unique insight into which institutions don't just talk the service talk, but also walk the walk.

"The SMILES survey aims to discover which companies are providing customers with the best experiences, and those who are letting the Australian public down with poor service and an uncaring attitude.

"Unlike other awards that are based on technical data, the SMILES research is concerned with customer satisfaction. We're pleased to announce that Members Equity Bank is so highly regarded by its customers.

Tony Beck, Executive Manager of Workplace Business said ME is pleased to be recognised as the "Best Specialist Home Lender".

"ME was established to provide working Australians with a fair deal. Not just a competitive product but also excellent customer service component.

"ME prides itself on its local, in-house National Customer Contact Centre and mobile lending sales force around the country. Our front line staff are highly trained. ME understands modern families require convenient, high quality service, communicating directly with people not automated services.

"Our mobile lenders visit customers at home or their workplace when its convenient for them, and our contact centre is available from 8am – 8pm Monday to Friday (Melbourne time) and 9am – 5pm on Saturdays (Melbourne time). We know our customers appreciate the flexibility and personal element to the service," Mr Beck said.

The Australian Financial Reviews' Smart Investor is based around performance and offers readers unbiased analysis of many financial services.

ME works in partnership with the ACTU, affiliated unions and various industry superannuation funds to deliver a fair deal to working Australian families. ME is 100% Australian owned and is committed to providing exceptional customer service.

Ends

For further information and comment contact: Tony Beck 0423 603 322