

**FOR IMMEDIATE RELEASE:**

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## **Xtension Call Center Announces New Operations Manager**

**Grand Rapids, Michigan – January 20<sup>th</sup>, 2009**

The rapidly growing Xtension Call Center is pleased to welcome Jerry Collins as its new Operations Manager, effective January 8<sup>th</sup>, 2009. Collins, formerly Collections Manager for CU\*Answers' Lender\*VP division, will now assist both Lender\*VP and Xtension by focusing on direct oversight, team building, and quality control for a combined group of call center and collections agents. "This restructuring serves as another positive step toward driving more value for our credit union clients, as well as the clients of our partners at Lender\*VP," says Scott Collins, President of Xtend. "His experience helping grow and manage that business unit made him an excellent candidate for our call center as we build for the future."

A key objective for this new CUSO position will be in direct support of the call center's main goals—focusing on utilizing capacity, and delivering value to credit union clients by taking and making phone calls. Collins brings over 14 years experience working in a collections/call center environment. "Jerry has already proven himself as a valuable member of the leadership team at CU\*Answers," says Geoff Johnson, Vice President of Lending Products at CU\*Answers. "He has had a great deal of success as a teacher, in a consultative role, and as part of the education and software development team here at CU\*Answers".

**About Xtend ([www.xtendcu.com](http://www.xtendcu.com)):** Xtend, Inc. is a multi-owned CUSO formed in 2002 and located in Grand Rapids, Michigan. Xtend provides an array of managerial, operational, marketing, technical planning and consulting services for credit unions of all sizes. In short, Xtend is an aggregation point for shared resources that allows credit unions to deliver products and services more cost-effectively. Their strategic offerings include bookkeeping services, member contact services, back-office mortgage services, partnered liquidity opportunities, shared branching, compliance monitoring, and insurance services. Xtend provides services for over 100 credit unions representing over 800,000 members and \$6B in assets. The CUSO is currently owned by 45 credit union partners.

### **About CU\*Answers**

CU\*Answers was founded over 35 years ago and is a 100% Credit Union owned CUSO located in Grand Rapids, Michigan. CU\*Answers offers a wide variety of services for credit unions including its flagship CU\*BASE Processing System in both an Online (ASP) and In-house environment, Internet Development Services featuring the **It's Me 247** Online Banking product, Member Check Processing and Direct Deposit processing services. CU\*Answers provides combined services to 165 credit unions nationally representing nearly 1.5 million members and \$10 billion in credit union assets. For more information about how "We Make Credit Unions Go" please visit CU\*Answers at [www.cuanswers.com](http://www.cuanswers.com).

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