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CUSO Deploys Full Service Call Center Offering

Grand Rapids, Michigan – March 2nd, 2009

Xtend Inc. a multi-owned cooperative CUSO headquartered in Grand Rapids, Michigan announces that it has begun full service inbound call center support for District Government Employees Federal Credit Union (DGEFCU) effective today. DGEFCU, which is headquartered in Washington, D.C., represents more than \$41M in assets and serves more than 11,000 members, becomes the first full service client of the CUSO's Xtension Call Center.

Although Xtend has been providing inbound member support for several credit union partners for more than a year through its *Branch XT* branded service, DGEFCU becomes the first to direct all inbound member support calls to their contact center. Says Xtend President Scott Collins, "Up until today, we have provided our partners with a cost-effective service that predominantly handles overflow and expanded hour member support calls as an extension of their staff. The DGEFCU project is the first time a partner has asked us to answer all incoming calls as their first-level response team. This is a great opportunity for us, since taking the inbound call burden off the branch teams during the first week or two of a data processing conversion can help shorten the learning curve for the credit union staff."

This service was implemented in conjunction with a core data processing conversion project at DGEFCU, who is now utilizing the CU*BASE application suite from CU*Answers, Inc. During the two weeks leading up to the conversion, Xtension agents placed nearly 2,000 calls to DGEFCU members informing them of the upcoming changes and to promote new home banking functionality. Says Collins, "Reaching out to members on behalf of our credit union partners is what excites my team the most, especially when we can promote new self-service tools that members will love using."

About Xtend (www.xtendcu.com): Xtend, Inc. is a 100% credit union-owned CUSO formed in 2002 with headquarters in Grand Rapids, Michigan. Xtend provides a wide 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.

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