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## **CUSOs Partner for 1-2 Lending Punch**

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Xtend Inc. a multi-owned cooperative CUSO headquartered in Grand Rapids, Michigan, announced that its Member Reach and Xtension business units will be working closely with CU\*Answers to deliver turnkey, targeted lending campaigns over the next several months in an effort to help its credit union partners capture wallet share.

The first two campaigns will target auto refinance and credit card balance transfer opportunities for credit unions who utilize the CU\*BASE core data processing system from CU\*Answers. To develop the most effective solution for its credit unions, each CUSO will be handling different aspects of the deployment. In addition to the data mining and auto-decisioning capabilities of its CU\*BASE system, CU\*Answers will be providing consultation, marketing collaterals, and online loan applications coordinated by its Lender\*VP business unit. Xtend will be providing electronic communications through its Member Reach unit, as well as inbound and outbound call center services through its Xtension contact center.

Says Geoff Johnson, VP of Lending Products who will be leading the deployment effort for CU\*Answers, "This collaborative effort between our two CUSOs gives our credit union partners a great solution that will help them go on the offensive about saving members money. The message will be clear – keep your money in the local community and save money while you are at it." Julie Gessner, Manager of Communication Services who will lead the deployment effort for Xtend, notes that the CUSO is "looking forward to these first two projects because we have been focused on ramping up our inbound and outbound member support capabilities over the past year and this is a good chance for us to put those skills to the test."

Both Johnson and Gessner agree that this collaborative effort will bring the core competencies of each CUSO to the table in a big way.

**About Xtend ([www.xtendcu.com](http://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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