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CUSO Rolls Out Web Chat Service

Grand Rapids, Michigan – May 27, 2009

Xtend Inc. a multi-owned cooperative CUSO headquartered in Grand Rapids, Michigan, announced that it has deployed a web chat service in an effort to help its business partners respond quickly and effectively to clients and prospects. The new service was rolled into the web sites of key business partners over the past several weeks, with chat requests directed to the CUSO's Xtension Call Center for response.

"We are excited that we could very quickly incorporate web chat into our overall support strategy," says Scott Collins, President of Xtend. "We approached the Web Services team at CU*Answers as part of our 'build or buy' due diligence effort, and they really stepped up. Within a two week period we had a prototype to work with internally and a few weeks after that began deploying across our extended enterprise." Its first wave of customers consisted of several businesses from the **cuasterisk.com** family of CUSOs, including eDOC Innovations, CU*Answers, and Lender*VP, as well as its own www.xtendcu.com web site.

Collins indicates that this first web chat offering is a proof of concept for services that will be rolled out in support of credit unions over the remainder of the year. "We were looking for a way to test web chat in a B2B environment and our partners were quick to respond." he added. "Our next step will be beta projects for credit unions – B2C communication from both their web sites and home banking. And of course we plan to deliver these with our typical aggressive pricing strategy."

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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