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Increased Web Site Activity

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Xtend, Inc., a Grand Rapids, Michigan-based multi-owned cooperative CUSO, has experienced increased web site activity during the past three months. Web site utilization reports indicate that www.xtendcu.com has been averaging over 6,000 page hits per month during the recently completed business quarter, which represents a significant increase over the same period in 2008.

“I believe the increase is tied to several factors,” says Xtend President Scott Collins. “During the past year we have seen steady growth of our shared branching network and the self-service web site is a key component of that brand. We have stepped up our marketing efforts overall, which translates into more credit unions and partners coming to our site to learn more about us. And the new *Live Chat* service we have deployed on our site and several other business partner sites has generated real-time interactive activity for the first time.” Collins also notes that 2010 initiatives to help credit unions market to and communicate with their members should continue the increased web site activity trend.

The Xtend web site is hosted and managed by the Web Services team at CU*Answers, Inc., a multi-owned CUSO also headquartered in Grand Rapids, Michigan.

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.