

**FOR IMMEDIATE RELEASE:**

*For more information contact:*

*Scott Collins, President  
Xtend, Inc.  
800-327-3478 x183  
scollins@xtendcu.com*



## **Member Communication Business Continues to Expand**

### **Grand Rapids, Michigan – September 14<sup>th</sup>, 2009**

Xtend, Inc., a multi-owned cooperative CUSO headquartered in Grand Rapids, Michigan, announces that it has added six credit unions to its member communication client base. The new client implementations have been completed over the past 45 days, and each leverages the credit union's use of the CU\*BASE core data processing from CU\*Answers, Inc. Xtend offers targeted member communications using multiple channels – Email and home banking messages through its *Member Reach* brand, and outbound member contact services through agents in its *Xtension* call center.

Julie Gessner, Manager of Communication Services, leads the implementation team for the CUSO. "During the past two months we have seen an increase in demand for both of our key member communication offerings – *Member Reach* and *Xtension*. We are especially excited that our newest six clients are from five different states, have membership sizes ranging from 3,000 to 15,000 members, and asset sizes between \$17 million and \$107 million. Our goal is provide services that are affordable and effective for credit unions of all sizes, and this latest group of new partners validates that we are on the right track."

Forty-five credit unions and several CUSOs currently utilize communication services from Xtend.

**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.