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CUSO Participates in Collaboration Meeting

Grand Rapids, Michigan – August 10th, 2009

Xtend, Inc., a multi-owned cooperative CUSO headquartered in Grand Rapids, Michigan, recently completed a multi-day strategic planning meeting with its fellow partners in the cuasterisk.com network of CUSOs. The meetings, which were held in Grand Rapids over a three day period of time from July 20-22, included representatives from each organization in the consortium. In addition to Xtend, the meetings included leaders from Grand Rapids-based partners CU*Answers and WESCO Net, CU*South (Mobile, AL), eDOC Innovations (Midway, UT), CorpOne FCU (Columbus, OH), and CU*Northwest (Spokane, WA).

Over the two days, leaders from each organization presented ideas for collaboration within the consortium that included resource sharing between the companies, creating brand-specific marketing, leveraging digital intelligence, sharing market intelligence, sharing due diligence efforts, providing wholesale pricing opportunities, and developing templates and best practices for executing shared resources businesses. According to Xtend President Scott Collins, "This was the first time that leaders of all the business units were able to participate, so it is no surprise that we were able to set some concrete goals and game plans for the network as we prepare our 2010 business plans. It was refreshing – definitely not your typical sales meeting where everyone had his or her own agenda. I think everyone realized what the success of their peers would mean to the network as a whole and was ready to commit resources to make it happen."

Visit www.cuasterisk.com for more information about each of these companies.

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.