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CUSO Wraps Up Successful Year of Conversion Support

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The 2009 calendar year was a success in many ways for Xtend, Inc., a Grand Rapids, Michigan-based multi-owned cooperative CUSO, but one of its most prominent accomplishments during the year was the number of core data processing conversion projects it was involved in during the campaign. Although post-conversion support is still in process for several of the late-fall projects, the CUSO will end the year having provided back office and/or call center services for sixteen (16) credit unions during their core DP switches in 2009. Services include inbound and outbound call support, as well as back office share draft, ACH, and ATM exception processing support.

“2009 was great conversion support year for us,” says Xtend President Scott Collins. “Not only did we eclipse our previous record for number of conversion projects during a year, we also saw a substantial increase in the number of credit unions engaging our call center for pre and post-conversion member support. We have routinely provided back office support for credit unions converting to CU*BASE (the core data processing solution from CU*Answers, Inc.) for several years, but adding call center services has taken us to the next level. Both services help to smooth out the learning curve for the credit union staff, which translates into a positive conversion experience. And it certainly gives our team an opportunity to establish Xtend as a trusted resource in the credit union’s eyes.”

According to Collins, the CUSO expects 2010 to be an even bigger year for their conversion support teams.

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 46 credit union partners.