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Xtend Enhances E-Communications Service

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Earlier this week, Xtend, Inc., a Grand Rapids, Michigan-based multi-owned cooperative CUSO, announced to its credit union client base that it was rolling out an enhanced electronic communications service effective January 1st. The new service offering is being branded as *Member Reach Advanced (MRA)* and is the latest release of the *Member Reach* service that Xtend has successfully marketed since 2005. The new service leverages enhancements to the **It's Me 247** online banking solution from CU*Answers, Inc., which serves members of over 165 credit unions nationally

MRA is comprised of three distinct components wrapped up into a single, bundled delivery. The first component is *Member Reach Basic* – an electronic delivery solution targeting marketing messages through online banking, Email and voice response – which currently delivers more than one million messages to members of nearly four dozen credit unions across the country. The second component is maintenance of each credit union's Online Banking Community (OBC), which delivers industry and security-related content to members as they sign onto online banking. The third component is being branded as e•Info, an electronic “statement insert” service that delivers electronic newsletters and marketing collaterals to members who opt for e-statements versus printed statements. All three components are available individually, but are packaged together as *Member Reach Advanced*.

Xtend President Scott Collins is excited about this next phase of the Member Reach program. “Our outbound electronic member communication business has grown steadily since we first rolled it out in 2005, but we expect that the new *Advanced* product will really kick it up a notch. MRA helps credit unions ensure they are getting their message in front of their growing list of members whose preference have shifted to electronic service channels. We expect our electronic communications business to be a major area of growth for us in 2010 and beyond.”

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.