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Call Center Helps Raise Awareness of Risk Management Site

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Xtend, Inc., a Grand Rapids, Michigan-based multi-owned cooperative CUSO, was contracted by fellow CUSO CU*Answers, Inc. to drive industry-wide awareness of a new risk management tool via an outbound call campaign. The campaign was executed by Xtend's Xtension Call Center team during the month of December and the result was a flurry of subscriptions to the new web-based third-party due diligence tool called Risk Management Report Generator (RMG).

According to Jim Vilker, VP of Professional Services for CU*Answers, "Our RMG stems from the NCUA Supervisory letter to credit unions instructing them to perform due diligence on third party vendor relationships. The web-based tool stores answers to questions that are modeled after those posed on the NCUA letter. We designed the product to be repository for use by all of our credit union partners. Answers provided by an individual credit union can be viewed by their peers that are also completing the report, and available to copy/modify as the user sees fit. It allows users to keep vital contract information along with legal opinions associated with the correlating contracts, and will send email notifications when an assessment is up for review. It is a great tool, but we needed a professional outbound call center to make everyone aware of it. Xtension really stepped up to the task."

Scott Collins, President of Xtend noted that the call center campaign was part of more than a dozen campaigns that Xtension executed for CU*Answers during 2009. "To know that we had an integral part in signing up more than sixty credit unions for one of our partners' services gets our team as fired up as theirs. This was a great way to end the year."

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.