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CUSO Announces New Conversion Services

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Xtend, Inc., a Grand Rapids, Michigan-based multi-owned cooperative CUSO, recently announced that it has expanded its conversion support services for credit unions who are converting to the CU*BASE core data processing solution from fellow CUSO CU*Answers, Inc. The services will include a combination of fee and no-charge offerings designed to enhance the member experience through effective support of the credit union staff pre-conversion and post-conversion. Service offerings include inbound and outbound call center support, electronic member communication, and back office bookkeeping support.

Xtend President Scott Collins states, “Our CUSO is in the shared resources business, and one of the most critical times that a credit union needs help is during the transition to a new core data processing system. Several years ago we began providing back office support to help bookkeeping staffs with the transition to a new platform and now we handle over a dozen projects per year. For the past year-and-a-half we have offered outbound pre-conversion member calls and many credit unions have taken advantage of the service. And most of the credit unions transitioning to CU*BASE have us handle overflow member support calls for one or two weeks post-conversion as members and staff both learn a great new toolset. We are now adding a no-charge electronic communication service for three months that will demonstrate to members these credit unions are upping their game on meaningful member communication.”

Collins indicates that this new “conversion bundle” is going live at the end of April for conversions at two Iowa-based credit unions, EdCo Community CU and Des Moines Police Officers CU.

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 120 credit unions representing more than 800,000 members and \$6B in assets. The CUSO is currently owned by 46 credit union partners.