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Call Center Provides Conversion Support for Heartland CU

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The Xtension Call Center, a business line of the Xtend CUSO in Grand Rapids, Michigan, recently reported providing conversion support by handling the overflow inbound member service calls for Springfield, IL-based Heartland Credit Union (\$200M in assets; 24K members) while it upgraded to the CU*BASE core data processing system.

In early June, HCU converted to the CU*BASE application suite from CU*Answers, Inc., and tapped on Xtend's experience with similar conversions to help handle an increased volume of basic member service and online banking calls that typically accompanies a core system conversion. According to Xtend President Scott Collins, the project has been very successful. He says, "Our standard CU*BASE post-conversion engagement lasts from one to two weeks and helps both the credit union staff and the members during that period – the staff is able to ease into a powerful new set of member service tools and the members are educated on new self-service applications like online banking, mobile banking, bill payment and audio response. Our team of agents provides this same support for credit unions on a daily basis, so when Heartland Credit Union asked us to assist with their overflow volumes we jumped at the chance. Their staff has been great to work with, and the feedback we have received from Ed (HCU CEO, Ed Gvazdinskas) and his leadership team has been very positive. I look forward to partnering with the credit union for many years to come."

"Our team enjoyed working with their members on a daily basis," says Julie Gessner, Manager of Communications Services. We are confident that we have earned the opportunity for inbound and outbound support projects for Heartland in the future," she continues.

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 49 credit union partners.

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