

FOR IMMEDIATE RELEASE:

For more information contact:

*Scott Collins, President
Xtend, Inc.
800-327-3478 x183
scollins@xtendcu.com*



Xtend Debuts Loan Fulfillment Service

Grand Rapids, Michigan – July 8th 2010

Xtend, Inc., a Grand Rapids, Michigan-based multi-owned cooperative CUSO, recently announced that it has deployed a new call center service in support of credit union lending operations. The new service, branded *Loan Fulfillment Center*, combines inbound and outbound member phone support. Execution of the daily tasks is being handled by agents from the Xtension Contact Center business unit. Sangamon Schools Credit Union is slated to be the beta for the service.

According to Xtend President Scott Collins, the release of loan fulfillment services has been in the planning stages for several months. "When we developed our 2010 Business Plan last fall, we envisioned a Loan Fulfillment Center proof-of-concept project during the fiscal year," says Collins. "When we first approached Sangamon Schools Credit Union as a potential beta partner earlier this year, they were excited about the project. We had worked with Gene's (SSCU CEO, Gene Taylor) management team on several other initiatives, so we felt it was a great fit for both of our organizations. The teams both rolled up their sleeves to come up with a workflow that made sense and we started a new business together."

Julie Gessner, Manager of Communication Services for the CUSO, coordinated the project launch. She comments, "The service is really two-fold: our agents take loan applications over the phone for Sangamon members, and they monitor the online banking application queue to perform the initial outbound member contact. Since our agents have CU*BASE (the core data processing suite from CU*Answers, Inc.) on their desktop, we are able to provide a complete and seamless solution. We are really just an extension of the Credit Union's team."

Xtend plans to enhance the *LFC* service during its 2011 campaign to include mortgage application support and web chat.

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.

XXX