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Collaborative Marketing Service Kicks into Overdrive

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Xtend, Inc., a Grand Rapids, Michigan-based multi-owned cooperative CUSO, reported that participation during the first four months of its new collaborative marketing service has exceeded preliminary expectations. The new service, called *CU*OverDrive*, provides the turnkey execution of a full year of marketing campaigns for participating credit unions. The campaign calendar was developed during a series of focus group meetings in conjunction with fellow CUSO, CU*Answers, Inc.

According to Julie Gessner, Xtend's Manager of Communication Services, the service is off to a faster start than expected. "Since this was the first year we offered *CU*OverDrive*, our preliminary estimates for both credit unions participating and the amount of collateral materials we would need to deliver to members were based on focus group surveys," said Gessner. "The sixteen (16) partner credit unions that signed up for the service helped get us off to a fast start, and through the first four months of the year we have delivered more than 175,000 campaign collaterals to members. The initial campaigns have included Switch Kits, and focus on industry awareness, lending, and identity protection."

According to Gessner, they expect the number of *CU*OverDrive* campaigns and participants to grow significantly in 2011.

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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