

FOR IMMEDIATE RELEASE:

For more information contact:

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



Xtend CUSO Re-elects Board Directors

Grand Rapids, Michigan – July 8th, 2010

Xtend Inc., a Grand Rapids, Michigan-based multi-owned cooperative CUSO, recently held an election for its Board of Directors during its annual stockholder's meeting. The ballot consisted of three incumbents: Jeanna Eckhardt, CEO of Michigan Coastal CU (Muskegon, MI), Glenn Kretchmer, COO of ATL CU (Wyoming, MI), and Randy Trimm, CEO of Ohio Catholic FCU (Garfield Heights, OH). In accordance with its corporate by-laws, each Director will fill a three-year term beginning October 1st, 2010. According to CUSO President Scott Collins, "all three of these leaders have not only been active in both their local communities and chapters, they have also collectively dedicated many years of service to Xtend and our owners. I am excited that we can continue to work together as a leadership body for the next three years."

The remaining six members of the Xtend Board are Chairman Brian Turnelle, CEO of AAC CU (Grand Rapids, MI), Vice Chair Steve Searfoss, Operations Manager of AAA FCU (South Bend, IN), Ron Budzinski, CEO of First Trust CU (Michigan City, IN), Randy Karnes, CEO of CU*Answers (Grand Rapids, MI), Dave Keim, CEO of Western Districts Members CU (Grand Rapids, MI), and Vickie Schmitzer, CEO of Frankenmuth CU (Frankenmuth, MI).

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