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Two More Credit Unions Join Xtend

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Xtend, Inc. recently announced that two new credit unions had purchased ownership stock shares of the Grand Rapids, Michigan-based cooperative CUSO. WV United Federal Credit Union of West Virginia and First United Federal Credit Union of Grandville, MI, are 51st and 52nd owners of Xtend.

Xtend President Scott Collins comments, “On behalf of our Board of Directors and the other fifty owners I want to welcome both WV United and First United to the CUSO. We have had a business relationship with First United for several years, and I believe that coming on board as an owner validates that both companies are excited about each other’s ability to serve the member-owners of the credit union. I look forward to working closely with Jeff (CEO Jeff Kruer) and his leadership team for many years to come.”

Collins continues, “In contrast, we have worked with WV United for only a few months, but our teams will be working very closely together during their upcoming data processing conversion to CU*BASE (the flagship product of sister CUSO CU*Answers, Inc.). I know that Linda (CEO Linda Bodie) and her team are excited about their future as they utilize new tools and leverage new partners like Xtend and CU*Answers.” He continues to say that WV United is the first West Virginia-based owner of Xtend.

First United FCU serves over 6,000 members with total assets of more than \$21M, while WV United FCU serves the needs of nearly 5,000 members and represents more than \$25M in assets.

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 52 credit union partners.

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