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Local CU Engages Xtend Conversion Support

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Xtend, Inc., a Michigan-based multi-owned cooperative CUSO, recently assisted Grand Valley Co-Op Credit Union with back office and member support services during the credit union's core data processing conversion. GVCCU selected the CU*BASE (core data processing solution from CU*Answers, Inc.) as its new system and enlisted the Xtension Call Center and SRS back office teams to assist with the project. Both the Xtend and CU*Answers CUSO's are headquartered in Grand Rapids area, where the Credit Union has five branches serving more than 13,000 members.

Diane Kilgore, SRS Manager for Xtend, said, "Our back office bookkeeping team has assisted dozens of credit unions during the past five years with their balancing activities before, during and after CU*BASE conversions. In fact, our bookkeeping specialists provide up to ninety (90) days of support following the conversion date. This allows them to keep their GLs in balance while they are learning new tools alongside our team. Since we do these same services every day for nearly fifty (50) credit unions, we are able to provide best practices and documentation for the credit union back office from day one on their new core system."

Julie Gessner, Manager of Communication Services, led the member communication effort for the CUSO. Services included electronic member communication and call center support. Gessner noted, "Over the past year, we have worked very hard to develop a turnkey solution that would help credit union staffs with their member communication processes in conjunction with a core DP change, and the feedback we have received from clients is that we are right on target. Our agents were available to handle inbound support calls from members each day during high volume periods at the credit union, enabling them to focus on serving their membership."

Xtend has provided conversion support services for more than fifty (50) credit unions since 2005.

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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