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## **Second Wave of Opt In Service Launched**

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To help its credit union owners and clients continue to address Reg. E changes, Xtend, Inc., a Grand Rapids, Michigan-based multi-owned cooperative CUSO, launched a second wave of member communications. This latest effort builds on the success of the original program, which provided a turnkey solution that included direct mail, electronic messages, inbound and outbound call center support and processing of member opt in/out. With the new initiative, credit unions are able to choose any or all of these same communication channels based on their preferred strategy and budget.

According to CUSO President Scott Collins, client demand for a second wave has exceeded expectation. “Our first wave of the Opt-In campaign was a huge success for the credit unions who engaged our Xtension Call Center team to help them drive their Reg. E awareness efforts,” he says. “We had fifty-two (52) credit unions tap us on the shoulder, and our Opt-In rates exceeded 90% for those members who spoke with one of our call center agents. Even the credit unions who used just our direct mail and electronic communications were reporting high member acceptance levels. And we expect this new wave of member outreach to be just as successful.”

To date, the CUSO has delivered 135,000 member letters, delivered 197,000 electronic messages and handled over 16,000 member interactions through their call center.

**About Xtend ([www.xtendcu.com](http://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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