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## **Xtend Participates in Network Planning**

### **Grand Rapids, Michigan – October 27<sup>th</sup>, 2010**

Xtend, Inc., a Grand Rapids, Michigan-based multi-owned cooperative CUSO, recently participated in a strategic planning session along with its CUSO partners from the cuasterisk.com network. The meeting was held at Stonewater Country Club in Kentwood, Michigan. Also attending the two days of meetings were business leaders from four other CUSOs: CU\*Answers, Inc., based in Grand Rapids, MI, Midway, Utah-based eDOC Innovations, Spokane, Washington-based CU\*NorthWest, Inc., and CU\*South, based in Mobile, Alabama.

According to Xtend President Scott Collins, discussions included “shared due diligence, shared risk assessments, collaborative marketing of network services and standardization of a network-wide CRM tool for use in all of the aforementioned areas.” Collins also noted, “This was our second annual meeting. The inaugural meeting last year was primarily focused on inventorying the skill sets of the different partners and establishing the cuasterisk.com brand in the marketplace. This year’s meeting was very much about formalizing intra-network business relationships and developing an aggressive agenda of collaborative projects for the coming year. Each company reported tremendous sales results for the year, and I am confident that each CEO left the meetings with a renewed sense of partnership between the different CUSOs in the network.”

The group voted to reconvene for the 2011 annual planning meeting in early May.

**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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