

**FOR IMMEDIATE RELEASE:**

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## **CUSO Enters 9<sup>th</sup> Year**

### **Grand Rapids, Michigan – October 7<sup>th</sup>, 2010**

Xtend, Inc., a Grand Rapids, Michigan-based multi-owned cooperative CUSO is celebrating the beginning of its ninth year in business.

“We are excited about this latest milestone,” says CUSO President Scott Collins. “What started as the vision of a dozen credit unions to do something special to help their peers become more competitive has turned into a trusted partner of more than one hundred financial institutions nationwide. What started as three employees and a dream to do something different has grown into a staff of over three dozen people committed to helping our clients survive and thrive,” continues Collins.

Collins also said that 2010 represented a record year for the CUSO in many ways. Much of the focus was directed to assisting Credit Unions in preparing for the requirements of the Reg. E opt-in deadline of July 1<sup>st</sup> as well as partnering with sister CUSO CU\*Answers for core data processing conversion support. “I am confident that 2011 will help complete our transformation from a start-up entity to a long-term player in our industry,” concluded Collins.

### **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 53 credit union partners.

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