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FOR IMMEDIATE RELEASE

XEROX FEDERAL CREDIT UNION UNVEILS NEW NAME AND BRAND IDENTITY

XFCU to Build New Branches, Culture and Services for Members.

El Segundo, California (February 19, 2008) – Xerox Federal Credit Union unveiled its new name to its associates at a nationwide brand launch event at Universal Studios in Hollywood, CA. The new name, Xceed Financial Credit Union, will be formally introduced to members and its 150 Select Employer Groups on March 31, 2008. “With the implementation of the new business model – one built for growth - and a strategic focus on the workplace and adding new employer groups, we knew that 2008 was the year to introduce a new name and brand identity,” announced Teresa Freeborn, Xceed Financial’s President and Chief Executive, to a group of 220 associates. “We’ve created a whole new strategic plan, added new lines of business as well as dozens of new Select Employer Groups. We will also be adding 10 new financial centers and remodeling all existing offices with the latest technology to provide an absolutely ‘wow’ member experience. Our new name and brand identity will reflect the credit union we’ve become,” she added.

The new tagline “*at work for you*” reflects the renewed focus on the workplace. “Not only are we always working for the member’s best interest as their financial advocate, but we also have financial centers on site at many of our key Select Employer Groups such as Xerox, OfficeMax and Cendant,” said Freeborn. In addition to financial centers, the credit union also delivers

service to the workplace through its call center and an enhanced web site, which is set to launch on March 31, 2008.

Extensive research was conducted through industry expert, NewGround. Over 20 hours of focus groups teamed with online surveys led the credit union to learn that the Xerox name, while a strong brand, was not linked to financial services and limited the perception of eligibility in the mind of consumers. “We need a name that is relevant to our ever-expanding nationwide field of membership. The name Xceed resonated with audiences nationwide – members, non-members and small businesses,” stated Kathryn Davis, Senior Vice President, Marketing. Many of the elements of the existing logo were retained but modernized to reflect a forward-moving motion. “Our Xerox lineage was reflected in the new brand mark with the X as well as the use of red, which ties to Xerox Corporation, which is still our single largest sponsor,” Davis added.

The new brand will embody the key marketplace differentiators including their friendly processes, member advocate mindset, knowledgeable and sophisticated associates, unbiased source of financial information and education and workplace partner focus. To support the new brand all associates will become certified financial experts. “We’ve put in motion a comprehensive plan to ensure that the member’s experience with our brand is supported at every contact point,” said Freeborn. “Wherever the member touches Xceed Financial Credit Union, our financial centers, web site, call center, ATMs or their workplace, the experience will be positive and rewarding. We believe we can make their lives just a little better – and certainly easier. Each and every member will feel connected to their own financial expert in a way that not only both enhances their experience, but excites them about what we have to offer,” she concluded.

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About Xceed Financial Credit Union

Headquartered in El Segundo, California, Xceed Financial Credit Union is the workplace credit union for employees and businesses across the country. The credit union started in 1964 as Scientific Data Systems Credit Union and later became Xerox Federal Credit Union in 1970. A new name and brand identity was launched in 2008 to reflect its expanded field of membership and new business model. The credit union delivers personal banking and financial literacy directly to the workplace and is proud to help over 77,000 members realize their dreams. Xceed Financial Credit Union is a full-service financial institution with over \$770 million in assets and 16 branches in seven states.