



MEDIA CONTACT

Kathryn J. Davis
Senior Vice President
310.607.2082 (phone)
kdavis@xfcu.org
www.xfcu.org

**XCEED FINANCIAL ELECTS THREE VOLUNTEERS
TO BOARD OF DIRECTORS**

El Segundo, Calif. (May 4, 2011) — At its 46th annual meeting in late April, Xceed Financial Credit Union re-elected board chair Roni Crichton and board member Gretchen Valentine to the credit union's volunteer board of directors, and elected John Buttrill to fill the other board position. All three volunteers will serve three-year terms.

Roni Crichton has served as board chair for the past year and was previously vice chair of the board from 2007–2009. Crichton is currently associate general counsel for the Xerox Corporation, one of Xceed's select employer groups (SEGs), where she has been employed for the past 24 years. She has been an active Xceed member since 1985 and board member since 1992. Crichton has served on the credit union's strategic growth, executive, nominating, and investment services committees.

Gretchen Valentine retired from the Xerox Corporation with 25 years of service, holding various executive-level positions in marketing, product development, and customer satisfaction. While on Xceed's board, she has served as chair of the supervisory committee and as a member of the credit union's strategic growth committee. Valentine has been an active member of Xceed since 1981.

John Buttrill is the CEO of the Greater Rochester Chapter of the Red Cross in New York and a Regional Executive of the organization's Finger Lakes Region. Prior to joining the Red Cross, he had a successful career in investment banking, including 20 years with the Chase Manhattan

-more-

Xceed Reelects Officers to Board of Directors

Page 2 of 3

Corporation. Before his election to the board, Buttrill was an Xceed volunteer and served as chair of the finance & investment committee and as a member of the supervisory committee.

“Roni, Gretchen, and John bring exceptional experience and expertise that has proven invaluable to our credit union,” said Xceed President and Chief Executive Teresa Y. Freeborn. “We are fortunate to have such talented members who are able and willing to participate in the governance of their credit union.”

###



Roni Crichton

Xceed Financial Credit Union Board Chairperson



Gretchen Valentine

Xceed Financial Credit Union Board Member



John Buttrill

Xceed Financial Credit Union Board Member.

About Xceed Financial Credit Union

Headquartered in El Segundo, Calif., Xceed Financial Credit Union is a federally chartered workplace credit union that focuses on meeting the needs of businesses and their employees throughout the United States. 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 were launched in 2008 to reflect its expanded field of membership and new business model. Xceed delivers personal banking and financial literacy directly to “select employer groups” (SEGs) and is proud to help more than 62,000 members realize their dreams. Xceed Financial has more than \$720 million in assets and 15 Financial Centers in six states.