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FOR IMMEDIATE RELEASE

XCEED FINANCIAL CREDIT UNION NAMES ROBERTS CFO

Mary Roberts Tapped to Head up Financials at El Segundo Credit Union

El Segundo, Calif. (May 13, 2009) — Xceed Financial Credit Union has hired Mary Roberts as its new chief financial officer. In this role, Roberts will oversee the accounting and finance areas of the credit union.

“Mary joins Xceed with significant experience in asset liability management, budgeting and planning, and optimizing profitability,” says Teresa Y. Freeborn, Xceed Financial president and chief executive.

“Naming Roberts as our new CFO affirms Xceed’s continued commitment to remaining a solid and financially sound organization. We have the best interests of our members, associates, and the credit union in mind.”

Prior to coming to Xceed, Roberts held positions with Southern California Bank; American First Credit Union; and most recently Vineyard Bank, headquartered in Corona, Calif.

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Mary Roberts, Xceed Financial Credit Union CFO

About Xceed Financial Credit Union

Headquartered in El Segundo, Calif., 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

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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 nearly 77,000 members realize their dreams. Xceed Financial Credit Union is a full-service financial institution with more than \$800 million in assets and 14 Financial Centers in six states.