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FOR IMMEDIATE RELEASE

XCEED FINANCIAL CREDIT UNION UNVEILS ITS NEWEST FINANCIAL CENTER

State-of-the-Art Facilities Offer Advanced Banking Services to Pittsford Community

El Segundo, Calif. (Oct. 23, 2008) — Xceed Financial Credit Union celebrated the grand opening of its newest financial center in Pittsford, N.Y., last week with a weeklong celebration that included food, games, prizes, and a visit from Numbers Guy, Xceed Financial’s superhero and “Financial Avenger.”

The new financial center is part of the credit union’s growth strategy and commitment to continually giving its members the unsurpassed financial options, benefits, and security that a workplace credit union can deliver during these turbulent economic times.

“Xceed’s new financial centers, including our newest location in Pittsford, meet both the physical and emotional needs of our members,” said Teresa Y. Freeborn, Xceed president and chief executive, during a ribbon-cutting ceremony on Oct. 15. “We’re offering an engaging and inviting place to bank. We’re providing a responsive, proactive approach to helping our members make the best possible decisions for their financial futures.”

Credit unions are nonprofit and member-owned organizations that use sound lending practices and conservative investment strategies—with the same federal protection as other financial institutions. These factors allow Xceed to provide a safe financial haven for its members and

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continue to offer products—like dividend-paying savings accounts and consumer loans. And, as a workplace credit union, Xceed partners with businesses, giving them the financial tools they need to enhance and enrich the lives of their employees.

Located at 3330 Monroe Ave., the new financial center features the latest technology for quicker, safer, and more efficient processing. Members enjoy self-service biometric safe deposit boxes, a coin machine, and time-saving teller cash recyclers. Wide-screen TVs provide news, weather, and sports updates throughout the day. The new facility is open for extended hours and features a spacious conference room.

“Xceed’s philosophy of ‘at work for you’ is especially important as our country finds solutions to its current economic crisis,” Freeborn said. “We’re here for our members, and the businesses we partner with, to help them increase their cash flow and assist them during these difficult times.”

During grand-opening week, members had a chance to grab fistfuls of goodies from a whirling vortex of cash and prizes in the Xceed Financial cash cube money machine and play Xceed Plinko with a grand prize of a \$500 share certificate. Numbers Guy, Xceed Financial’s caped superhero, made personal appearances at local select employer groups—companies whose employees have the opportunity to enjoy the benefits of Xceed Financial membership—and rubbed elbows with XFCU members at the new facility. In appreciation for its warm welcome to the Pittsford community, for the month of October, Xceed is offering members in the Pittsford area special rate discounts on home equity loans and lines of credit, and on auto loans with automatic payment. In addition, members will receive \$100 when they open a new Checking Plus account with direct deposit.



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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 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 more than 80,000 members realize their dreams. Xceed Financial Credit Union is a full-service financial institution with more than \$800 million in assets and 17 branches in six states.