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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 El Segundo Community

El Segundo, Calif. (September 17, 2009) — As part of its growth strategy and commitment to continually giving its members unsurpassed financial options and the benefits of membership that only a credit union can deliver, Xceed Financial Credit Union is celebrating the grand opening of its newest financial center at the Gateway Center in El Segundo, Calif., with weeklong festivities and a grand opening on Monday, Sept. 28, 2009.

“Our newest financial center in El Segundo is just one example of Xceed Financial’s ongoing effort to deliver cutting-edge, full-service banking to an even greater population of members nationwide in what we believe to be a very ‘un-bank-like’ experience” said Teresa Y. Freeborn, Xceed Financial’s president and chief executive. “We’re expanding our markets to bring our members the newest technology available and an overall friendlier banking experience.”

Located at 460 North Sepulveda Boulevard, Suite C in El Segundo, the new financial center features the latest technology for quicker, safer, and more efficient processing. Members will enjoy time-saving teller cash recyclers, and wide-screen TVs will provide news, weather, and sports updates throughout the day.

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Xceed Financial Celebrates Gateway El Segundo Grand Opening

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Grand-opening week festivities include:

- **Monday, Sept. 28**, from noon to 1 p.m., members can play Xceed Plinko for a chance to win the grand prize \$500 one-year share certificate and other cash prizes. Also, from 6:30 p.m. to 8 p.m., a VIP grand opening and ribbon-cutting ceremony will feature Xceed Financial's CEO, Board Chair, and local dignitaries
- **Wednesday, Sept. 30**, from noon to 1 p.m., cash and prizes will be literally up for grabs as members take a turn in the Xceed Financial cash cube money machine.
- **Saturday, Oct. 3**, from 10 a.m. to 1 p.m., the entire family can get involved in Xceed's Kids' Event with fingerprinting, face painting, food, and fun for everyone.
- **All Week:** Members will receive an extra \$50 deposit when they open a SeekMore checking account, currently offering a 1.60% dividend rate (direct deposit required). Plus, the financial center's ATM will replace ten \$20 bills with \$50 bills for a few lucky recipients!

In addition, the new Financial Center is offering a 3.00% dividend-rate 12-month share certificate and 0.50% discount on auto loans only available on Sept. 25 and 26 (certain qualifications, terms, and conditions apply).

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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 were 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 16 financial centers in six states.