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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 Henrietta Community

El Segundo, Calif. (Jan. 7, 2008) — 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 in Henrietta, N.Y., with weeklong festivities beginning January 12 and a “mixer” on January 22, 2009.

“Our newest financial center in Henrietta 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 1425 Jefferson Road in Henrietta, the new financial center features the latest technology for quicker, safer, and more efficient processing. Members will enjoy a coin machine and time-saving teller cash recyclers. Wide-screen TVs will provide news, weather, and sports updates throughout the day.

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Xceed Financial Celebrates Henrietta, N.Y., Grand Opening

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Grand-opening week festivities include:

- **Monday, Jan. 12**, 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.
- **Wednesday, Jan. 14**, 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.
- **All Week:** Members will receive an extra \$50 deposit when they open a SeekMore Checking Account, currently offering a 2.75% dividend rate (direct deposit required). Plus, the Financial Center's ATM will replace ten \$20 bills with \$50 bills for a few lucky recipients!

Business Mixer on January 22

The Financial Center will be hosting a mixer from 6:30 p.m. to 8 p.m. on Thursday, January 22, for Xceed's select employer groups and local businesses.

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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 \$756 million in assets and 16 branches in six states.