



MEDIA CONTACT

Paris Chevalier
Assistant Vice President, Marketing
310.607.2083 (phone)
pchevalier@xfcu.org
www.xfcu.org

FOR IMMEDIATE RELEASE

**XCEED FINANCIAL’S KATHRYN DAVIS RECEIVES
MARKETING PROFESSIONAL OF THE YEAR AWARD**

Senior VP of Marketing & Human Resources Accepts Honor in San Diego

El Segundo, Calif. (April 9, 2009) — Kathryn Davis, Senior Vice President of Marketing and Human Resources at Xceed Financial Credit Union, recently received the Marketing Professional of the Year Award from the Credit Union National Association (CUNA) Marketing and Business Development Council (CMBDC).

In 2008, Davis led a major rebranding and name change of Xceed Financial (formerly known as Xerox Federal Credit Union). Her new strategy sought to reach out to working people in the credit union’s community at a time when it mattered most, using innovative email and Web strategies and guerilla marketing techniques that connected to the audience and made the credit union relevant again. Davis also lends her expertise as a conference speaker and as a member of the Filene Research Institute’s i3 team, a group of executives dedicated to stimulating the development of new ideas and innovations for credit unions.

“Kathryn has more than 15 years of credit union marketing experience,” says Teresa Y. Freeborn, Xceed Financial President and Chief Executive. “She is a tremendous asset to our organization, and she is one of those people who truly deserves an award like this.”

Davis has been with Xceed Financial since 2007. Prior to this position, she was the vice president of sales and marketing at Kinecta Federal Credit Union and has held past positions

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Xceed's Davis Receives Marketer of the Year Award

Page 2 of 2

with several other credit unions. A graduate of the Credit Union Executives' Society (CUES) Executive Marketing Institute, Davis also was a past recipient of the California Credit Union League's "Tomorrow's Star Award." She holds a bachelor of arts degree in English from the University of California, Riverside, and a master of arts degree from Chapman University.

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Kathryn Davis, Senior Vice President of Marketing and Human Resources with Xceed Financial Credit Union, El Segundo, Calif., recently received the 2009 Marketing Professional of the Year award from CMBDC.

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 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.