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XCEED FINANCIAL CREDIT UNION NAMES NEW VP OF LENDING

Industry Veteran Bertha Gascon Oversees Consumer, Residential and Business Lending

El Segundo, Calif. (April 6, 2011) — Xceed Financial Credit Union announced that it has named Bertha Gascon vice president of lending. In this role, she oversees nearly two dozen people in three departments: consumer, residential and business lending.

“Bertha has a proven track record of building and growing loan portfolios for credit unions,” said Kathryn Davis, Xceed Financial senior vice president of marketing and human resources. “We are delighted she has joined the Xceed team and enthusiastic about the contributions she will make to helping our members succeed and achieve their goals.”

A respected industry veteran, Gascon has nearly 30 years experience in the financial services industry. She began her career at California Commerce Bank, where she spent 23 years working in consumer, mortgage and construction lending, as well as commercial lending. In 2005, she was hired by Kinecta Federal Credit Union to help create that firm’s business lending department; she spent two years there, developing a department infrastructure and funding a sizeable business loan portfolio. Most recently, she spent three years with Financial Partners Credit Union where she built a business loan department for the firm and also had responsibility for mortgage and consumer lending, and collections.

Gascon has been a member of the Credit Union National Association (CUNA) Lending Council and has attained Six Sigma Green Belt certification. A resident of Highland Park, she is active in her church where she teaches the Confirmation class for teens and volunteers frequently on weekends serving meals to the homeless.

About Xceed Financial Credit Union

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Headquartered in El Segundo, Calif., Xceed Financial Credit Union is a federally chartered workplace credit union that focuses on meeting the needs of businesses and their employees throughout the United States. 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. Xceed delivers personal banking and financial literacy directly to “select employer groups” (SEGs) and is proud to help nearly 62,000 members realize their dreams. Xceed Financial has more than \$720 million in assets and 15 Financial Centers in six states.

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