



**MEDIA CONTACT**

Kathryn J. Davis  
Senior Vice President  
310.607.2082 (phone)  
kdavis@xfcu.org

**FOR IMMEDIATE RELEASE**

**XCEED FINANCIAL CREDIT UNION NAMES FARRELLY HR AVP**

*Jennifer Farrelly Tapped to Head up Human Resources at El Segundo Credit Union*

**El Segundo, Calif. (May 29, 2009)** — Xceed Financial Credit Union has hired Jennifer Farrelly as its new assistant vice president of human resources. In this role, Farrelly will oversee the organizational management and training areas of the credit union.

“Farrelly joins Xceed with significant experience in the financial services industry,” says Kathryn Davis, Xceed Financial senior vice president of marketing and human resources. “She is a strategic thinker and will be instrumental in developing our ongoing HR policies, associate training programs, and the Xceed Financial brand.”

Prior to coming to Xceed, Farrelly held positions with SchoolsFirst Federal Credit Union in Santa Ana, Calif., and Fremont Investment & Loan in Brea, Calif. Most recently, she was the director of human resources at Good Eats Grocer, Inc., in Sacramento.

###



Jennifer Farrelly, Xceed Financial Credit Union Human Resources AVP

***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 15 Financial Centers in six states.