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FOR IMMEDIATE RELEASE

**XCEED FINANCIAL CREDIT UNION OFFERS FREE GAS TO
SAN JOSE MEMBERS AND COMMUNITY**

Credit Union Finds Creative Way to Promote Financial Services

El Segundo, Calif. (Jan. 23, 2009) — Who knew pumping gas could be so productive? Xceed Financial Credit Union promoted the grand opening of its newest Financial Center in San Jose, Calif., by offering up to \$50 of free gas per vehicle to members and the community in early January.

Partnering with a local Shell gas station located across from the new Financial Center in The Plant Shopping Center, Xceed associates and Numbers Guy (Xceed's financial avenger) offered free gas from 7 a.m. to 9 a.m. on Wednesday, January 7.

“Our associates spoke with everyone in their vehicles as they lined up for free gas,” said Kathryn Davis, Xceed Financial Senior Vice President of Marketing and Human Resources. “Working with local law enforcement, we actually pumped gas until 9:30 a.m. to ensure that all those who were in line before 9:00 a.m. received gas. It was an extremely successful event.”

After the free gas promotion, the Financial Center received more than 50 phone calls from nonmembers who either received free gas or heard about the promotion on the radio. Even a fellow police officer of one of the patrolmen handling security the day of the promotion visited the Financial Center about becoming a member and acquiring a loan.

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Xceed Financial Pumps Gas for San Jose Members and Community

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Antonia Luna, Xceed District Manager, said of the event, “We are anticipating much more foot traffic during our grand opening because of this promotion. I would count these efforts a success for generating quite a buzz about Xceed Financial in San Jose!”

For a limited time, the credit union is offering a 2.50% dividend-rate checking account and a consolidation loan program developed specifically to help members manage their accumulated debt. Xceed is also hosting a series of seminars designed to help members through tough economic times. In addition, Xceed associates are trained to walk through a financial checklist and credit report to help each member make the most informed financial decisions.

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Photo Caption: Xceed Financial Marketing Campaign Specialist Maria Angelova steers customers toward a Shell gas station in San Jose, Calif., to receive up to \$50 in free gas. The credit union’s promotion was held in conjunction with the grand opening of its second Financial Center in the community.

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.