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FOR IMMEDIATE RELEASE

XCEED FINANCIAL GIVEAWAY PROMOTES “GO GREEN” CAMPAIGN

Five Members of Credit Union Win iPhone Gift Cards via eStatement Sweepstakes

El Segundo, Calif. (April 19, 2010) — In culmination of Xceed Financial Credit Union’s eStatement Sweepstakes Giveaway, five members of the credit union have each won an iPhone gift card valued at \$200. The gift cards can be redeemed for any item at any Apple Store nationwide. The lucky winners were William A. Bay of New York; Yvonne B. Peterson of New York; Jim R. Pica of Illinois; James E. Ryan of New York; and Yvette B. Sussman of Florida.

“When I got the call that I had won a \$200 gift card for an iPod, I was just very, very excited,” says winner Jim Pica, an employee of OfficeMax (an Xceed select employer group) in Naperville, Ill. “The funny thing is I already have an iPhone, but the gift card will go toward an iPad or a MacBook Pro. I offered to get another iPhone for my wife, but she didn’t want one. She’s just not a gadget person.”

To qualify for the giveaway, members simply had to enroll online to receive eStatements for at least two consecutive months. The contest was launched in order to encourage members to do their banking online, paperless, and be a part of the credit union’s Go Green campaign.

“I like having everything electronic because I think paper is a waste,” says Pica. “I’m not some crazy environmentalist, but anything I can do to help feels great. Xceed’s eStatements are very easy to read, and they work for me.”

The eStatement Sweeps also helped promote a more convenient way of banking: eStatements are archived online in both HTML and PDF formats, giving members instant and easy access to account information, anytime from anywhere they have Internet access. By connecting to their accounts online, members are also linked to special offers, campaigns, and

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Page 2 of 2

promotions—items that normally come in the form of inserts delivered as snail mail along with paper statements—but in going green, eStatement enrollees receive these special announcements as PDFs attached to their eStatements.

The eStatements contest timeline was from November 13 to December 18, 2009. Each week, the credit union tracked enrollment of everyone who signed up for the eStatement service. Winners were drawn randomly, by week, after the contest period ended.

Pica admits he usually doesn't win anything, so it was a pretty big deal for him to be tapped as a contest winner. Even more than that, he appreciates having an Xceed Financial Center on the first floor of his building and being treated to warm associates when doing his banking or just passing by. “They know my name and say ‘Hi’ and ask how my son is, and that’s huge in my world,” Pica says. “And they’re always helpful and willing to help you find a better investment. It’s that personal touch that means everything.”

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About Xceed Financial Credit Union

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 more than 74,000 members realize their dreams. Xceed Financial has more than \$764 million in assets and 16 Financial Centers in six states.