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**XCEED FINANCIAL HONORED WITH FIVE
DIAMOND AWARDS FOR MARKETING EXCELLENCE**

El Segundo, Calif. (March, 2016) — Xceed Financial Credit Union's in-house marketing team was honored with five separate Diamond Awards by the Credit Union National Association (CUNA) Marketing & Business Development Council, a national network comprised of over 1,200 credit union marketing and business development professionals. The awards were presented at the Council's 23rd annual conference that took place March 20-23 in Anaheim, California, and included the following:

- **Brand/Corporate Identity** – design and concept for the Credit Union's branding which was refreshed in 2015.
- **CU Association/League or CUSO Marketing** – campaign surrounding the launch of Global Enterprise Resource Group, a CUSO subsidiary of Xceed Financial.
- **Logos** – design and concept for the Global Enterprise Resource Group logo.
- **Direct Mail** – campaign to promote the mobile deposit feature in Xceed's mobile banking app.
- **Microsite** – microsite developed to support the Xceed Wealth Management Group.

"The Diamond Awards competition represents the pinnacle of credit union marketing and business development," said Andy Reed, Chair of the CUNA Marketing & Business Development Council, and President and CEO, Texas People FCU. "Honoring credit unions in

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30 categories, ranging from brand awareness to website, social media to mobile marketing, credit unions and individuals that receive these awards represent the very best of the best in their profession.”

“I’m so proud that our marketing team has been recognized for the effectiveness and creativity of their work to support the Credit Union,” said Teresa Freeborn, President and Chief Executive for Xceed Financial. Freeborn also noted that with the formation of Xceed’s CUSO, Global Enterprise Resource Group (www.yourglobalgroup.com), credit unions that may not have the resources for a robust internal staff of their own, now have the opportunity to tap the Xceed team’s industry-leading skills to grow their businesses and build their brands.

About Xceed Financial Credit Union

Headquartered in El Segundo, Calif., Xceed Financial is a full-service, federally chartered workplace credit union that focuses on meeting the needs of businesses and their employees throughout the United States. With roots going back 85 years, it now has over \$1.3 billion in assets under management, 70,000 members, and operates Financial Centers and sales offices in five states. Xceed Financial partners with more than 300 employers to deliver personal banking, wealth management services, and financial education to working adults and their families. The Credit Union has a four-star, excellent rating from BauerFinancial, and was named one of CU Times’ “Best Credit Unions to Work For” in 2014 and 2015. Learn more at www.xfcu.org.

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