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XCEED FINANCIAL ANNOUNCES PARTNERSHIP WITH AUTOWISE

Credit Union's Members to Receive Greatly-Discounted Fee for Premium, Personal Auto-Buying Service

El Segundo, Calif. (January 2016) – Xceed Financial announced that it is partnering with Rochester, New York-based AutoWise[®] to provide personal, concierge-style auto-buying services to the Credit Union's members. The program, offered at a greatly-discounted cost to Xceed members, is being launched in New York, New Jersey and Connecticut on February 1, 2016 with plans to expand to additional markets in the future.

“Since it was founded in 1988, AutoWise has developed a solid reputation, both with consumers and with car dealers,” said Xceed Financial Executive Vice President Ray Shams. “We’re delighted to be able to pair their excellent negotiation skills and service, with Xceed Financial’s very competitive and sound lending program to provide our members with an extraordinary new car buying experience.”

Xceed Financial will be promoting the partnership through a variety of marketing channels, including its website which will include program details and a link to the AutoWise website. Xceed associates working with members on auto loans will also provide referrals. When a member expresses interest in the program, AutoWise will contact the member to obtain information on their vehicle preferences. AutoWise will then locate suitable choices, negotiate the best price on both the car and trade-in, and arrange delivery. Members will pay just \$199 for the service – a significant discount off AutoWise’s typical \$399 fee.

“With Xceed handling their loan and AutoWise handling the research and purchase, the process of buying a car or truck couldn’t be easier for our members,” said Shams. “AutoWise staff will even accompany our Rochester-area members to the dealer for up to three test drives.”

The AutoWise partnership, focusing on new vehicles, complements the Credit Union’s existing partnership with Enterprise Car Sales which offers Xceed members haggle-free purchase of quality used cars. AutoWise will also assist members seeking used vehicles not available through Enterprise.

About Xceed Financial Credit Union

Headquartered in El Segundo, Calif., Xceed Financial is a full-service, federally chartered not-for-profit 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 \$1.2 billion in assets under management, nearly 65,000 members, and operates 11 Financial Centers in five states. Xceed Financial partners with more than 300 employers – also called “select employer groups” or SEGs – 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 has been named one of CU Times’ “Best Credit Unions to Work For” for the past two years. Learn more at www.xfcu.org.

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