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XCEED FINANCIAL HOSTS MORE THAN 150 CHILDREN ON TAKE OUR DAUGHTERS AND SONS TO WORK[®] DAY

Children peek inside a vault, learn about money, and get a visit from the Credit Union's financial superhero, Numbers Guy

El Segundo, Calif. (May 8, 2013) — What's it like to be a financial superhero? Who counts all the money in the credit union? How can I get rich? The more than 150 children who visited eight of Xceed Financial Credit Union's Financial Centers nationwide and its corporate headquarters in El Segundo got answers to those questions and more at this year's Take Our Daughters and Sons to Work[®] Day on April 25, 2013.

Launched more than 20 years ago as an opportunity for girls to be exposed to careers outside the home, the nationwide, annual event has evolved into an educational experience for both girls and boys. At Xceed Financial, the day involved nieces, nephews and grandchildren in addition to daughters and sons. It also featured tours, workshops, and lots of fun games and activities developed to teach children about credit unions and provide basic lessons on saving and personal finance.

At the Credit Union's corporate headquarters, 21 children got a visit from Numbers Guy, Xceed Financial's financial superhero, who gave them a look inside the vault at the nearby Douglas Financial Center in El Segundo. At OfficeMax, one of Xceed Financial's largest select employer groups in Naperville, Ill., approximately 125 children went on a scavenger hunt. The clue "Follow your nose to the place where you go for money" brought them to the Xceed

Financial Center in Naperville, where associates popped popcorn for them all day. Each child in attendance received a goodie bag filled with a coloring book, crayons, a Numbers Guy-style cape, a pencil pouch, stickers, and press-on Xceed “tattoos.”

“The day was a great opportunity for our associates to show their children what it’s like to work at a credit union, and for us to nurture the next generation of Xceed associates,” said Teresa Freeborn, President and Chief Executive for Xceed Financial.



Xceed Financial welcomed more than 150 children at eight of its Financial Centers and El Segundo headquarters on Take Our Daughters and Sons to Work Day. At the Douglas Financial Center in El Segundo (above) and the Credit Union’s headquarters, the children got a peek inside a vault, learned about money, and got a visit from Xceed’s financial superhero, Numbers Guy.

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 the credit union’s 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 nearly 60,000 members realize their dreams. Xceed Financial has more than \$800 million in assets and 15 Financial Centers in six states.

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