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XCEED FINANCIAL TO HOST LONG-TERM CARE WEEK

Four-day open house at Rochester area Financial Centers will provide resources on long-term care insurance and family asset protection

Rochester, N.Y. (April 8, 2013) — Xceed Financial Credit Union, a federally chartered workplace credit union headquartered in El Segundo, Calif., will host Long-Term Care Week, an open house event designed to help members manage the financial planning needs of their aging loved ones, from April 16-19 at two of its Financial Centers located in Rochester and Webster, N.Y.

Experts on long-term care and life insurance, will, trust and estate planning, and long-term care planning for Alzheimer's patients will be on hand from 9 a.m. to 5 p.m. to answer questions at Xceed Financial's Pittsford Financial Center in Rochester April 16-17 and its Main Street Financial Center in Webster April 18-19.

Professional guests will include representatives from life insurance and annuity company Lincoln Financial Group (at the Pittsford Financial Center on April 16 and Main Street Financial Center on April 18), and the Alzheimer's Association (at the Pittsford Financial Center April 16-17 and Main Street Financial Center April 18-19). Attorneys from local law firms will also be present throughout the event to discuss the legal aspects of will, trust and estate planning.

"Xceed Financial is committed to educating members on financial topics they may be unfamiliar with, and long-term care planning is one that's especially overwhelming," said Kathryn Davis, Senior Vice President for Xceed Financial. "Our objective with Long-Term Care

Week is to inform members about the comprehensive long-term care resources available to them, and ensure they know where to turn when it comes time to begin planning.”

The Credit Union will provide light refreshments and giveaways, and also plans to raffle off several \$50 Visa gift cards. Attendees will be entered into the raffle after speaking with one of the event’s long-term care experts.

Xceed Financial’s Pittsford Financial Center is located at 3330 Monroe Ave. in Rochester; the Main Street Financial Center is located at 189 W. Main St. in Webster.

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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