

# Xtend Presents OBC Stories!

**COMING  
JANUARY 2010!**

OBC Stories are the blurbs you see on the right hand side of your Online Banking Community Sign-In page. With OBC Stories, Member Reach will deliver your message to the top of the list, and with a different color star to catch your member's attention.

The subject and wording of an OBC Story can be customized by your credit union. Or, make it easier and sign up for CU\*OverDrive. Your monthly OBC Story will follow the 2010 CU\*OverDrive Marketing Calendar, and will be created for you! Not participating in CU\*OverDrive? You can use the content anyway! All stories are versatile and always keep the member in mind.

Check our more information at [www.xtendcu.com](http://www.xtendcu.com) or contact Julie Gessner at 800-327-3478 or [jgessner@xtendcu.com](mailto:jgessner@xtendcu.com).

Don't miss out!

The screenshot shows the 'It's Me 247 Secure Login' page. On the left is a login form with fields for 'Username:' and a 'Next' button. Below the form are links for 'Visit our Online Banking Community', 'Online Help for It's Me 247', 'What More Can I Do with It's Me 247?', 'See How Easy it is to Apply for a Loan', 'See How Easy it is to Pay Bills Online', 'What is PIB?', and 'Learn about Identity Theft at CU\*Secure.org'. On the right, there are two OBC stories. The first, 'Check it out! Changes for Better Security!', features a pink star icon and discusses upcoming password requirements. The second, 'Keep Track of Available Funds', features a blue star icon and discusses account balance discrepancies. A third story, 'Apply for a Loan Online!', features a blue star icon. The page also includes a VeriSign Authentic Site Seal and a date indicator 'Today is Wednesday, October 21, 2009'.

**Right on Top!**

The content is customizable or you can use our library. Have a survey you want members to take? Do you have important information on another website? Internet links to can be added within the wording for easy access!

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## Affordable Pricing You Can't Turn Down!

**Custom Message                      \$100.00 Each**

**Annual Subscription                \$250.00**

### System Requirements

Any customized content must be provided to Xtend no later than two weeks in advance of your desired publication date. Information will be stored and retrieved from the secure network server housed at CU\*Answers.

If content has not been provided in the time specified above, no worries! If you have the Annual Subscription, your monthly content will be changed to the current CU\*OverDrive Content.

### Our Credit Union Would Like to Participate with OBC Stories!

Credit Union Name

Contact Name

Contact Phone Number

Contact Email Address

Signature

- Annual Subscription (with Customized Content)
- Annual Subscription (with 2010 CU\*OverDrive Calendar)
- Quarterly Subscription
- One Time Use
- Interested, but unsure

Send in the completed form to Xtend, Attention: Annika Dieringer via fax: 616-285-7203.