

NEWS RELEASE

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FINANCIAL MARKETING AWARD WINNERS ANNOUNCED

Bank Marketing's Most Coveted Award Handed out in San Antonio, Texas

SAN ANTONIO, Texas – The best bank advertising and marketing campaigns from across the U.S. were recognized in San Antonio, Texas at the American Bankers Association's 2009 Financial Marketing Awards ceremony. Established in 1972, the ABA Financial Marketing Awards recognize bank marketing professionals and their agencies for creative excellence based on bank asset size.

This year's Financial Marketing Excellence Award winner, Norway Savings Bank, a \$920 million mutual banking institution headquartered in Norway, Maine, was recognized for its "Colorful Solutions" campaign. The campaign -- a series of "colorful" advertisements targeting Norway's small business customers -- includes six television and six print ads. Each small business customer represented a color throughout the campaign, creating a consistent point of view throughout all campaign collateral.

A panel of financial services marketers and advertising professionals around the country judged entries based on execution of the communications strategy, message and positioning, as well as the campaign's overall results.

Entries were divided into 6 categories including annual report, brand, customer acquisition and retention, financial education, humor, and impact.

Each category was judged in four asset levels: under \$500 million, \$500 million-\$1 billion, \$1 billion-\$5 billion and more than \$5 billion. Financial institutions including banks, savings and loans, insurance companies, brokerage firms, investment firms, credit card companies and their advertising agencies submitted entries.

Awards were presented to the following winners:

Financial Marketing Excellence Award (Winner)

- Norway Savings Bank
Norway, ME
Agency: Leslie Evans Design Associates
Asset Size: \$500 million to \$1 billion

Financial Marketing Excellence Award (Runner-Up)

- Chemical Bank
Midland, MI
Agency: Gravity Six
Asset Size: \$1 to 5 billion

Marketers' Choice Award

- State Bank of Countryside
Countryside, IL
Asset Size: \$500 million to \$1 billion

Spotlight Award:

- Alpine Bank & Trust Co.
Rockford, IL
Asset Size: \$500 million to \$1 billion

Annual Report

(Under \$500 million)

- **1st Place**
Foundations Bank
Pewaukee, WI
- **Runner Up**
Seaside National Bank and Trust
Orlando, FL
Agency: M Design Group

(\$500 million to \$1 billion)

- **1st Place**
Bank First National
Manitowoc, WI
Agency: Hoppman Group
- **Runner Up**
MidSouth Bank
Lafayette, LA
Agency: Pennebaker

(\$1 billion to \$5 billion)

- **1st Place**
Bankers Trust Company NA
Des Moines, IA
Agency: Love Scott & Associates
- **Runner Up**
Bank Iowa Corporation
West Des Moines, IA

(Over \$5 billion)

- **1st Place**
UMB Bank, NA
Kansas City, MO
Agency: Genesis
- **Runner Up**
Key Bank
Cleveland, OH
Agency: Adcom Communications

Brand Awards

(Under \$500 million)

- **1st Place**
Alliance Bank
Francesville, IN
Agency: Marketing-Made-Easy
- **Runner Up**
Planters Bank
Hopkinsville, Kentucky
Agency: BLF Marketing

(\$500 million to \$1 billion)

- **1st Place**
Norway Savings Bank
Norway, ME
Agency: Leslie Evans Design Associates
- **Runner Up**
Montecito Bank & Trust
Santa Barbara, CA
Agency: Kosaka Design

(\$1 billion to \$5 billion)

- **1st Place**
Chemical Bank
Midland, MI
Agency: Gravity Six
- **Runner Up**
Beneficial Bank
Philadelphia, PA
Agency: LevLane Advertising

(Over \$5 billion)

- **1st Place**
TIAA-CREF
Charlotte, NC

Agency: Purple@Epsilon

- **Runner Up:**
National City
Cleveland, OH
Agency: BrandPartners

Customer Acquisition and Retention

(Under \$500 million)

- **1st Place**
Seaside National Bank & Trust
Orlando, FL
Agency: M Design Group
- **Runner Up**
Ledyard National
Hanover, NH
Agency: Collage Advertising/Design

(\$500 million to \$1 billion)

- **1st Place**
National Bank & Trust Co.
Sycamore, IL
Agency: Trittenhaus Design
- **Runner Up**
CommunityBank of Texas, NA
Beaumont, TX
Agency: The Lee Group

(\$1 billion to \$5 billion)

- **1st Place**
Liberty Bank
Middletown, CT
Agency: Cronin & Company, LLC
- **Runner Up**
Southern Community Bank and Trust
Winston Salem, NC
Agency: The Bloom Agency

(Over \$5 billion)

- **1st Place**
Umpqua Bank
Portland, OR
- **Runner Up**
First National Bank of PA
Hermitage, PA
Agency: Adcom Communications

Financial Education

(Under \$500 million)

- **1st Place**
First American Bank
Norman, OK
- **Runner Up**
DNA Creative
Huntington, NY

(\$500 million to \$1 billion)

- **1st Place**
Foster Bank
Chicago, IL
- **Runner Up**
Pioneer Financial Services
Kansas City, Missouri

(\$1 billion to \$5 billion)

- **1st Place**
Anchor Bank
Madison, WI
- **Runner Up**
Salem Five Bank
Salem, MA

(Over \$5 billion)

- **1st Place**
Associated Bank
Green Bay, WI
Agency: Priority Results
- **Runner Up**
Bank of North Georgia
Alpharetta, GA

Humor

(Under \$500 million)

- **1st Place**
First National Bank of Bemidji
Bemidji, MN
Agency: Bank Marketing and Advertising Inc – Colleen Petroff
- **Runner Up**

NewportFed
Newport, RI
Agency: McDougall & Duval Advertising

(\$500 million to \$1 billion)

- **1st Place**
FirstBank
Lakewood CO
Agency: TDA
- **Runner Up:**
Bank of Guam
Hagatna, Guam

(\$1 billion to \$5 billion)

- **1st Place**
Broadway Bank
San Antonio TX
Agency: The Lee Group
- **Runner Up:**
Union Bank & Trust Company
Lincoln, NE

(Over \$5 billion)

- **1st Place**
FirstMerit Bank
Akron, OH
Agency: Barnes Design Group, LLC

Impact

(Under \$500 million)

- **1st Place**
Ohio Valley Financial Group
Henderson, KY
Agency: Financial Marketing Solutions
- **Runner Up**
Framingham Co-operative Bank
Framingham, MA
Agency: Sundin Associates

(\$500 million to \$1 billion)

- **1st Place**
First Federal Bank
Port Angeles, WA
Agency: Financial Marketing Solutions
- **Runner Up**

FirstBank
Lakewood CO
Agency: TDA

(\$1 billion to \$5 billion)

- **1st Place**
StellarOne Corporation
Charlottesville, VA
Agency: Mills Financial Marketing
- **Runner Up:**
Home Savings & Loan Co.
Youngstown, OH

(Over \$5 billion)

- **1st Place**
Doral Bank
San Juan, Puerto Rico
- **Runner Up**
ING Direct
Wilmington, DE

The American Bankers Association brings together banks of all sizes and charters into one association. ABA works to enhance the competitiveness of the nation's banking industry and strengthen America's economy and communities. Its members – the majority of which are banks with less than \$125 million in assets – represent over 95 percent of the industry's \$13.3 trillion in assets and employ over 2 million men and women.

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