



FOR IMMEDIATE RELEASE:
September 30, 2008

Progress Bank Wins Marketing Award

Huntsville, AL—Progress Bank today announced that the financial institution is the recipient of an American Bankers Association (ABA) marketing award for 2008, the nation's coveted honor for bank marketing excellence.

“We’re the only state-chartered, locally owned and managed commercial bank in two counties,” shared David Nast, president and CEO of Progress Bank, “so we were passionate about doing something really different. Our branding efforts gave us a great opportunity to make a splash.” He explained, “Our entire brand campaign is built around an attention-getting, illustrative style. You can’t help but notice it.”

The best bank advertising and marketing campaigns from across the U.S. were recognized at the American Bankers Association’s 2008 Financial Marketing Awards ceremony held in Denver, Colorado on September 15th, 2008. Held annually since 1972, the competition bestows recognition to banks and their agencies for creative excellence.

Progress Bank won an award within the asset level of under \$500 million. The bank took home the runner-up award in the brand category for ads and marketing materials featuring iconic images of a stylized “Mr. Progress” who symbolizes the bank’s commitment of “thinking forward.” Progress Bank’s award-winning brand campaign was selected from a field of more than 300 applicants. All of the applicants were evaluated rigorously by a judging panel of financial services marketers and advertising professionals around the country and based on strategic execution, brand positioning and overall campaign results.

“We’re new, and we’re not like other banks,” Nast shared. “So we didn’t want our marketing materials to be anything like others out there. From our inception, we sought to quickly differentiate ourselves. We wanted to create a brand that was ripe with character and true to our personality—a look and feel that reflected our bank’s progressive attitude and our dedication to offer a highly personal level of service. I think the brand campaign does that. It quickly says you’re looking at the new Progress Bank.”

Progress Bank is an Alabama State chartered commercial bank with offices in Decatur and Huntsville. Office addresses are 201 Williams Avenue in Huntsville and 255 Grant Street in Decatur. Bank organizers include Trey Bentley, Sheila Brown, Jim Caudle, Jr., John Eyster, Jr., Lee Hoekenschnieder, Eric Janssen, MD, Bhavani Kakani, David Nast, Roger Pangle, Charlie Vaughn and Larry Weaver along with Senior Managers, Bruce Pylant, Dabsey Maxwell and JEP Buchanan. Visit our corporate website www.myprogressbank.com for additional information.