



For Immediate Release
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Norway Savings Recognized for Marketing Excellence by the American Bankers Association

Bank Wins Three First Place Awards for Marketing Campaigns

PORTLAND, Maine – Norway Savings Bank has earned three first place Financial Marketing Excellence Awards from the American Bankers Association (ABA) for its branding and customer acquisition campaigns.

The Financial Marketing Excellence Award winners were announced at the annual ABA Marketing Conference in September at the Hyatt Regency in Chicago. The national competition, now in its 35th year, recognized this year's most impressive campaigns in ten categories culled from more than 350 entries. A panel of senior financial services marketing professionals judged entries on the implementation of communications strategy, tone, message and positioning, as well as the campaign's overall quality.

According to Karen Hakala, Vice President of Marketing at Norway Savings Bank, "It's wonderful to receive recognition for the work we've done, and what's equally exciting is that our campaigns are working, effectively delivering our brand, moving the needle, and bringing customers in the door."

Norway Savings marketing team along with their agency, Perry & Banks, conceived and implemented comprehensive internal and external branding, as well as customer acquisition strategies focused on Norway's brand promise to provide customers with an experience that's about "more than money." Elements of the campaigns included television, radio, print, statement inserts, direct mail and online. Perry & Banks won a first place award in three major categories for banks with \$500 million to \$1 billion in assets.

"I honestly believed the Norway Savings and Perry & Banks teams had created truly breakthrough work based on solid customer research and sound strategy," said Laurie Banks, President of Perry & Banks. "But to be recognized by the ABA for excellence, in three major categories is tremendous affirmation."

Founded in 1866, Norway Savings Bank is a leading mutual banking and financial services company headquartered in Norway, Maine. As of June 30, 2005, Norway Savings Bank had \$700 million of total consolidated assets and provided financial services through 20 branch and 180 ATM locations to over 30 thousand households in western and southern Maine. Norway Savings Bank also operates divisions in asset management, mortgage banking, and other financial services. For more information, visit <http://www.norwaysavingsbank.com>

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