



For Immediate Release

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Norway Savings Bank partners with world champion snowboarder Seth Wescott

NORWAY, Maine – Norway Savings Bank is pleased to announce that it has entered a corporate partnership with Maine-based world champion snowboarder and long-time Maine resident Seth Wescott. Norway Savings Bank is currently developing a complete ad campaign featuring Wescott entitled, "Seth Sees White," which will be supported through television, print, radio and on-line advertising. "Seth Sees White," will be a part of Norway Savings Bank's award winning "Colorful Solutions" campaign that will launch in early 2010.

Wescott is the first and reigning gold medalist in snowboardcross. He is currently training and competing with the goal of qualifying for the 2010 team that will compete in Vancouver this February.

As a Maine resident, Wescott is an advocate for active living and healthy lifestyles. He serves as an official ambassador for Maine's "Take it Outside" program which encourages Maine children and families to spend time outside and connect with nature and also serves on the Board of Directors for Maine's Huts and Trails program. Wescott resides and trains at Sugarloaf Mountain and is also co-owner of local restaurant and pub, "The Rack".

"Seth Wescott is such a positive, inspiring athlete and role model," said Karen Hakala, Senior Vice President of Marketing at Norway Savings Bank. "We are excited to align the bank with an incredible individual who shares our values and our commitment to Maine. We are very pleased that Seth has decided to work with us."

About Norway Savings Bank:

Founded in 1866, Norway Savings Bank is a leading mutual banking and financial services company headquartered in Norway, Maine. As of December 31, 2009, Norway Savings Bank had \$938 million in total assets and provided financial services to over 35 thousand households throughout western and southern Maine. Norway Savings Bank has 20 branch locations and provides access to over 200 ATM locations through Maine Cash Access. Norway operates divisions in asset management, personal and business banking. The bank has earned Bauer Financial, Inc.'s 5-Star Superior rating for the last 77 consecutive quarters for financial strength and stability. Also, in 2007 and 2008, Norway Savings Bank was recognized as one of the Best Places to Work in Maine by the Society for Human Resource Management's Maine State Council. In 2009, Norway earned the Financial Marketing Excellence Award from the American Bankers Association for its "Colorful Solutions" brand campaign. For more information, visit <http://www.norwaysavingsbank.com>

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