



PRESS RELEASE

May 11, 2009

FOR IMMEDIATE RELEASE

For further information contact
Ann Padley, Choice Bank
Director of Communication Services
(920) 267-8025

Choice Bank Customers Boost Savings in a Tough Economy

May 2009 – Oshkosh, WI – In a tough economy Choice Bank helps customers boost Certificate of Deposit Rates with the innovative Choice Circle Certificate of Deposit Rewards Program.

Introduced at a time when other institutions are cutting back, Choice Bank is forging full speed ahead and is eager to remind the public that customers still come first! “As a strong, stable community bank this program is our way to help the community see better returns on their investments,” says Keith Pollnow, President & CEO of Choice Bank.

Choice Bank’s commitment to Smart Saving is nothing new. “Since the day we opened our doors, Choice Bank has provided top of the market return on savings accounts, encouraging savers young and old. Enriching Certificate of Deposits is just the next step to promoting Smart Saving in our community,” says Pollnow.

The Choice Circle program is based on a simple fixed and variable rewards system. Customers enrolled in the program receive a rate increase on every fourth Certificate of Deposit (CD) they open or renew at Choice Bank. In addition, they have the opportunity for a rate increase on every CD by spinning the Choice Circle wheel. Any customer, new or existing, with an active Choice Checking or Money Market account is eligible. That’s it. No catches. No tricks.

“The Choice Circle is not only a great way to reward our loyal customers but acts as a tool of differentiation in our market allowing increased value for our shareholders,” said Pollnow. To affirm this value based approach Choice Bank launched the program to shareholders and customers alike on April 28, 2009, the day of their Annual Shareholders Meeting.

Choice Bank, established in July 2006, is located at 2450 Witzel Avenue, Oshkosh with a second location at 2201 Jackson Street, Oshkosh. Choice Bank is a locally owned and operated community bank dedicated to making a difference in your community! By providing free checking, savings, local business lending and home loans we have become the fastest growing bank in Oshkosh!

Choice Bank... Your Community, Your Choice!

Member FDIC Equal Housing Lender

For additional information about Choice Bank, call (920) 230-1300 or visit www.choicebank.com.

###