



For Immediate Release
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CHOICE BANK NAMES DAVID HAYFORD AS CHIEF FINANCIAL OFFICER

January 2008 - Oshkosh, WI - David Hayford has been named Chief Financial Officer of Choice Bank.

As Chief Financial Officer of Choice Bank, Hayford will oversee all accounting and reporting functions ensuring the operational success of Choice Bank. He will ensure that operations are conducted in accordance with FDIC regulations and will also be responsible for all reporting for a publicly traded company.

Hayford has over 25 years of experience as Chief Financial Officer in the financial services industry in the community banking environment. Hayford assisted Choice Bank organizers with preparing the charter application and start up process. He was appointed Vice President and Controller at the Bank upon opening in July 2006.

Hayford has been active in the Oshkosh community and professional organizations throughout his career. Hayford served as President of the Oshkosh Symphony Orchestra for three years and has chaired committees for the Wisconsin Institute of CPAs and The Financial Managers Society, a national banking trade group. He has served as an officer of the Oshkosh Rotary Club Southwest and Hartford Rotary Club, and served on the Parish Council of two Oshkosh churches.

Hayford currently holds a BS from Marquette University; and an MBA from UW Milwaukee. He is an Oshkosh resident for over 23 years and has been married to wife Paula for 31 years.

Choice Bank established in July 2006, is located at 2450 Witzel Avenue, Oshkosh with a branch office at 2201 Jackson Street, Oshkosh. Choice Bank is a locally owned community bank with over 95% of the shareholders living in the greater Oshkosh area. Choice Bank offers free checking and savings, lending and many other financial programs. Choice Bank...Your Community, Your Choice! For additional information about Choice Bank, call 920-230-1300 or visit www.choicebank.com

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