



NEWS RELEASE

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NB&T EARNS NATIONAL FINANCIAL MARKETING AWARD

SYCAMORE – The National Bank & Trust has received one of the nation’s most prestigious honors for financial marketing by winning an American Bankers Association’s 2009 Financial Marketing Award. NB&T was awarded for its **Wii Savings promotion** in the customer retention/acquisition category among banks of similar size.

The “**I save, You save, Wii all save**” campaign aimed to help clients build their financial fitness with a fun and motivational Nintendo Wii Fit giveaway. Savings accounts, CD’s and money markets were promoted as savings tools for preparing for life’s unexpected hurdles - especially in these uncertain economic times. 10 Wii game systems and Wii Fit bundles were given away throughout the 12 week promotion. Tami Armstrong, VP of Marketing for The National Bank & Trust was the concept creator and Trittenhaus Design, Sycamore, IL developed the print, media and website design material.

A panel of financial service marketers and advertising professional across the country judged each entry based on execution of the communications strategy, message and positioning, as well as the campaign’s overall results.

Entries were divided into 5 categories including annual report, brand, customer acquisition and retention, financial education, and humor. Each category was judged according to banks’ asset levels. Entrants included banks, savings and loans, insurance companies, brokerage firms, investment firms, and credit card companies. The ABA Financial Marketing Awards were established in 1972 to recognize bank marketing professionals and their agencies for creative excellence.

The American Bankers Association brings together banks of all sizes and charters into one association. ABA works to enhance the competitiveness of the nation’s banking industry and strengthen America’s economy and communities. Its members – the majority of which are banks with less than \$125 million in assets – represent over 95 percent of the industry’s \$13.3 trillion in assets and employ over 2 million men and women.

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