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Norway Savings Bank launches refreshed website

NORWAY, Maine –To build upon the “Colorful Solutions” branding campaign introduced in the Fall of 2008, Norway Savings Bank launched a refreshed website on Tuesday, June 30th.

The structure and functionality of the website remains the same, but when customers visit www.norwaysavingsbank.com, they will now see bright, vibrant colors and photos from the colorful solutions platform. The colorful solutions motif is present throughout the site. The refreshed website also features the bank’s television commercials, which showcase Norway customers that have local businesses throughout southern and western Maine.

Norway Savings Bank used the design services of Leslie Evans of Leslie Evans Design Associates, and Gordon Holman of Slickfish Studios to refresh its website. “Working with Leslie Evans and Gordon Holman has been an incredibly positive experience,” stated Karen Hakala, Senior Vice President of Marketing for Norway Savings Bank. Hakala added: “Our website is a very busy channel for customers who utilize Internet Banking and Bill Pay services and who seek information about our products and services. We value working with experts like Evans and Holman who have strong creative and technical skills and who also are perfectionists.”

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 March 31, 2009, Norway Savings Bank had \$920 million in total assets and provided financial services through 22 branches and over 200 ATM locations to over 35 thousand households in western and southern Maine. The bank operates divisions in asset management, personal and business banking. Norway Savings 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. For more information, visit <http://www.norwaysavingsbank.com>

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