



PHOTO OPPORTUNITY/EVENT ANNOUNCEMENT

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Northeast Bank Kicks off Poland Branch Grand Opening Celebration
New Concept, Dialogue Branch is the First Bank in Poland

Poland, MAINE (February 04, 2010) – At the center of what is quickly becoming downtown Poland, Northeast Bank will celebrate the Grand Opening of its newest branch with a Ribbon Cutting ceremony and a two week Open House.

What: **Northeast Bank Poland Branch Ribbon Cutting Ceremony**

Where: 1399 Maine Street, Poland

Time: February 12th, from 9:00 a.m. to 11:00 a.m.

Who: Jim Delamater, CEO of Northeast Bank

Tom Babineau Vice President of Northeast Bank

Wendy Sanborn, Chair of Board of Selectpersons, Town of Poland

Chuck Finger, Community and Economic Committee Chair, Poland

Light refreshments will be served after the ceremony and tours will be offered

The new branch uses a dialogue strategy, the use of which is a move away from the traditional teller-line format. Technology and additional staff training combine to make the banking process more efficient and increase meaningful conversation between staffers and customers. This new branch office will also have expanded hours of operation.

Additionally, this Northeast Bank branch will be the first bank in Poland. Poland has been working to create a downtown center, which it has never had before. Residents identified a bank branch as their number one business need in that process and Northeast Bank has delivered that business need.

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For more information about the event contact Chris Delamater, Northeast Bank at (207)786-3245 ext 3548 or Linda Varrell, Broadreach Public Relations, 846-3826.