



FOR IMMEDIATE RELEASE

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**BANTERRA HIGHLIGHTS CUSTOMERS IN ADVERTISING;
LAUNCHES OUTDOOR CAMPAIGN IN EVANSVILLE**

Marion, IL – Banterra Bank launched a new print campaign in 2013, featuring Southern Illinois customers ranging from home mortgage to business customers like Black Diamond Harley Davidson. For 2014, the campaign was expanded to outdoor featuring Banterra customers in Evansville.

“As one of the largest, locally-owned banks in the region, with branches in four states, we understand the importance of connecting with our community and establishing strong relationships with our customers,” said Jeff May, President of Banterra Bank. “In addition to donating thousands of dollars to more than 30 communities in our area, we wanted to further highlight customers in some of our local advertising.”

Banterra began its expansion in the Indiana market in 2005 and today, has three branches in Evansville and one branch in Newburgh. A new outdoor campaign was launched in Evansville in late January with customers featuring Convenience, Home Mortgage, Personal Service, Small Business, and for a February launch – Mobile Banking.

Chris Rutledge, Senior Community Banking Officer for the Indiana Region, added “We are fortunate to have wonderful customers that are happy to promote the Banterra brand. What is especially nice is it is not just the customers that are willing to be promoted on billboards, but it’s also the customers that, on a daily basis, provide us with tremendous word-of-mouth advertising to their friends and family.”

The Evansville outdoor campaign included:

- CONVENIENCE - Dr. Anvita Sinha, Urologist , Deaconess Clinic
- HOME MORTGAGE - Andy & Kristi Hape
- MOBILE BANKING – Andy Hape
- PERSONAL SERVICE - Lynn Hassler and Mindy Hassler, Lynn’s Marine
- SMALL BUSINESS - Scott Slaton and Sons, Ohio Valley Insulation

Banterra Bank began as a single bank in Ridgway, Illinois in July of 1975. Today, Banterra has 30 branches throughout Southern Illinois, Southeast Missouri, Southwest Indiana, and Western Kentucky. For more information on Banterra, call 866-BANTERRA (226-8377) or go to banterra.com.

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