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CITIZENS STATE BANK

Small Business gets a boost with “KEEP IT LOCAL” Campaign

MACOMB COUNTY, MI – January 5th, 2008 – Citizens State Bank has put its money where its message is by launching a “Keep it Local” campaign featuring local businesses and bank customers.

“As one of few remaining banks that only loan deposits and assets locally, we thought it was important to highlight our biggest asset, local business,” said 1st Vice President & Marketing Director Suzanne Sikkelee. “Detroit is the largest small business market in the United States. Local businesses and the entrepreneurial spirit of individuals in our area are what sets us apart from other states, and it’s what keeps our economy going even during the most challenging financial times”.

The campaign, developed by start-up agency Sumo Sweet Creative, features 4 local businesses and bank clients ranging from a well-known pizza chain to a family owned and operated gardening center. The Campaign will be featured in branches as larger-than-life posters, in local newspaper and magazine ads, and as vignettes on the Bank’s website.

“We want to see more individuals and businesses patronizing their neighbors,” said Paul Socia, Bank President. “Not only do we understand the business goals of the clients we service but, more importantly, we understand how our community can benefit from local business. Financing small business is key to helping Macomb and St. Clair counties to prosper”.

“When we set out to develop this campaign, it became clear that Citizens State Bank really embraced and owned a philosophy of Localism. Everything they did pointed to this as their brand DNA”, said Executive Creative Director, Suzanne Sadek. The Bank and its 100 employees play an active role supporting local schools, hospitals, charitable causes and community enrichment programs. They also developed a grass-roots effort that rewards unsuspecting patrons of local businesses by having a meal, a tank of gas, or a coffee paid for by a present bank employee. “You can’t imagine how shocked and gracious people are when they find out we’ve picked up the check for their meal at a local restaurant” said Marketing Director, Suzanne Sikkelee. The unsuspecting patrons are left with a card that says, “Thanks for patronizing a local business. Keep it Local with Citizens State Bank”.



Citizens State Bank also “Keeps it Local” by teaching financial literacy in Macomb County schools. “We currently reach over 7,000 students at local schools with a hands-on innovative Banking-in-School program that teaches students the benefits of saving and the importance of good financial skills,” said Amy Whitehead, Citizens State Bank Marketing Coordinator, who helps to spearhead the program.

The Bank launched the Admiral Eagle Savings Squad™ and a Teen Money Management Program called FutureLife™ with the vision that future generations will financially plan for something bigger than the mall or the movies.

Bank employees want to have a positive effect on their community and their economy, and feel local businesses are really key to sustaining a healthy economy and maintaining healthy community involvement. Local business owners are the people who were born and raised here, and who want to keep it a great place to raise their children and grandchildren.

About Sumo Sweet Creative

Agency start-up Sumo Sweet Creative was established in April 2007. The Birmingham Office creates advertising and integrated marketing communications programs for Citizens State Bank and various other clients. They service small to medium sized businesses with high-end creative solutions and design collateral. www.sumosweet.com

About Citizens State Bank.

Citizens State Bank is a \$200-million asset bank with 6 branches in Michigan. It was founded in 1922 by 28 local investors in New Baltimore, Michigan, and continues to be one of the few locally owned and operated community banks. The bank has maintained the same name, ownership and consistent service for over 80 years. www.mycommunitybank.com

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