



IMMEDIATE RELEASE

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ShoreBank “Discovers Possibilities”

New web site launch kicks off online marketing campaign

December 1, 2009--(Chicago, IL)-- ShoreBank, America’s first and leading community development and environmental bank, today announced the launch of its new website, “Discover Your Possibilities,” www.sbk.com. Designed to offer increased access to responsible, affordable financial services and product information, the new online resource reflects ShoreBank’s commitment to providing consumers with access to the financial services and information that can help reinvigorate lives and stabilize underserved communities.

The “Discover Your Possibilities” website, designed by Digital Pulp, will make online banking simpler and more convenient. It features new state-of-the-art technology that makes it easier for visitors to quickly locate the information and services they need. Whether learning about obtaining a ShoreBank Rescue Loan or saving money through an online savings account, the website’s goal is to help customers increase their financial knowledge and get the most out of life’s possibilities.

“Fresh and compelling content and special sections on our retail banking services, deposit products, and customer stories will keep people returning to the website and help us build the ShoreBank online community,” said Karen Weigert, ShoreBank, Senior Vice President, Online Banking. “The new site offers the information our customers want, whether it’s help for better managing their budget, saving for college, or trying to hold onto the family home,” added Weigert.

The website features interactive elements to encourage convenient communications between visitors and bank staff. New search functions, navigation tools, a simple page layout, access to online banking on every page, and banners promoting special products and services will make it easier for customers to quickly find the information they need.

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To make it as customer-focused as possible, “Discover Your Possibilities” is equipped with a set of analytical tools that will enable bank staff to update the site in real time to ensure that the information and material displayed matches the needs of visitors.

“A great website reflects the needs of its customers, and we’re excited to launch ‘Discover Your Possibilities’ at a time when many of our communities are feeling the impact of the economic slowdown,” said Weigert. “We intend our new website to be a powerful resource for anyone interested in learning how ShoreBank can help them achieve their goals in life.”

About Digital Pulp

Digital Pulp is an interactive marketing and web development firm that builds brands online by combining robust technology with award-winning creative. Working with such prestigious clients as Continental Airlines, Bausch & Lomb, Harvard University and Lancome, among others, Digital Pulp develops digital marketing communications that perform—whether to grow awareness, move product, generate leads or make connections.

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