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The BrandBank Completes Rebranding Project For Two North Dakota Community Banks

The State's Second Oldest Banking Institution Gets New Look as KodaBank

MINNEAPOLIS, MN – For more than 120 years, the Bank of Minto has quietly served this small agricultural town in northeastern North Dakota. Famous for its rich, fertile soil and hearty sugar beet production, Minto is a typical Midwest small town. Like the town it's named after, not much had changed in the last century for the Bank of Minto, the second bank oldest in the state. Not until last Monday, that is.

On March 1, Bank of Minto and Drayton State Bank, a community bank just north of Minto, officially merged and became known as KodaBank. The merger, which had been discussed by the banks' respective boards for some time, became official after state and federal banking authorities signed off on the deal in late January. The combined entity will have an estimated \$70 million in total assets. The bank will retain its existing staff and current office locations in both Drayton and Minto. KodaBank President Peter Anderson, who has served as president of both banks for 15 years, said the merger is the culmination of many years of work.

"We are extremely excited to receive final approval to merge these two great institutions," said Anderson. "While each bank has been run separately, we have been sharing more and more back-office services between the two banks the last few years. It simply made sense for us to create a more efficient operation so that we could better serve our customers."

He said merging the banks and changing the names was not an easy proposition, especially for the banks' boards.

"Both banks are important fixtures in their communities," he said. "Change can be difficult for many people. We knew the merger was the right thing to do from a business perspective. We just had to convince the boards."

To tackle the delicate rebranding project, Anderson turned to The BrandBank, a Minneapolis-based marketing firm that specializes in helping community banks with branding and communications. Anderson said he was very pleased with the end result.

"We've never been through anything like this before," said Anderson. "The BrandBank helped us stay on track and keep on our schedule. What we came up with is exciting and we're pleased with the outcome."



Tom Grady, the firm’s senior marketing director and co-founder, said the project had a variety of unique challenges.

“When you’ve been around for more than 120 years like the Bank of Minto has, you’ve already established your brand,” said Grady. “This project was a big responsibility and we took on the assignment knowing its significance.

“We listened to Pete and his team to determine what kind of identity and personality this new bank needed to convey to its customers,” he said. “We’re pleased with the result and hope their new brand serves them well for another 120 years.”

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About The BrandBank

The BrandBank is a full-service marketing firm providing business solutions to community and independent banks. It specializes in designing and executing unique brand identities that distinguish its bank clients. The BrandBank works directly with bank owners and senior management to create and implement an integrated strategy to immediately improve brand recognition, strengthen customer loyalty and increase profitability. Its product and service offerings include brand development, website enhancements, e-newsletters, strategic marketing, product/service launches and customer communications. For more information, visit: **BrandBankUSA.com**.