

FOR IMMEDIATE RELEASE: □□□
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THE ADIRONDACK TRUST COMPANY HOLDS GRAND OPENING CELEBRATION AT NEW EXIT 11 BRANCH

Saratoga Springs, New York...The Adirondack Trust Company announced that its Grand Opening Celebration will conclude this Saturday with an event at the bank’s newest office in Ballston Lake, NY (1/4 mile west of Exit 11), on Saturday, March 2, between 10 a.m. – 12 p.m.

During the Saturday celebration the community is invited to visit the branch and register for the chance to win one of three prizes, a \$1,000 gift certificate giveaway to Green Conscience Home, an Apple ® iPad mini and a \$250 cash reward in the “Fresh Greens” Sweepstakes. During the event, the “Fresh Greens award” of \$250 in cash will be given away. The bank’s mascot, Banker Buck, will be there greeting guests and handing out recycled piggy banks to the children. The Jockey (formerly Star Radio, 101.3) and DJ John Meany will be present hosting a live radio remote with prize drawings for local merchant gift certificates. Refreshments and beverages will be served throughout the event. Tours of the new branch and its many unique features will also be provided.

Commenting on the event, Robert Ward, Vice President noted, “This event allows the community to get a first-hand look at this new branch and the unique services that our staff provides. From the customer lounge area, to the free coffee bar we believe this is truly a special environment that allows our customers the opportunity to manage their financial services in a relaxed and warm atmosphere. We look forward to being part of this community and providing comprehensive financial services to residents and businesses in the area.”

The new branch is approximately 2,400 square feet and is the first to be designed with an environmentally friendly theme in mind. Items incorporated in the branch’s design include a customer lounge area, a self-service coffee bar, a coin counter, free Wi-Fi access, high

definition televisions and café seating for up to 20 people. The branch uses a passive solar design, solar panels on the roof, large, south facing windows, concrete flooring to absorb and radiate heat, high-efficiency LED lights and bike racks to encourage low impact travel. The exterior landscape design incorporates a mix of native plants and a retaining pond along with natural stonework.

The new Exit 11 Branch is managed by Ms. Sally Harrison, who has extensive banking experience. She is supported by two staff members. The bank's grand opening celebration concludes on March 2nd.

Visit www.adirondacktrust.com/en/exit-11-ballston-lake-office to learn more about this branch.

Founded in 1901 in Saratoga Springs, The Adirondack Trust Company is an independent, employee and locally owned and operated, community bank offering a wide variety of business and personal services. The Bank has over \$1 billion in assets and twelve branches. The Adirondack Trust Company is rated by Bauer Financial as a 5-Star bank for the period ending September 30, 2012. The Bank offers trust, insurance and investment services and originates real estate mortgages, both residential and commercial, and commercial business loans throughout its market area. The Bank's website is www.adirondacktrust.com.

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