

SunMark Community Bank
:30 Radio: "800 Number"
Draft 1

Female voice: (*underlines are for emphasis*)

Why did George and I switch to SunMark Community Bank?
I'll tell you. When I have a question about, say, online banking,
I want to call somebody I know, right at my local bank. When I
used to bank at a big bank, I had to dial an 800 number to talk
to some stranger in another state! Did I like that? Not so much.
Now, the people who help me at SunMark are so neighborly,
when I call them, we chat...like neighbors! That, I like. George
agrees with me about SunMark Community Bank. Right, George?

George: (*sleepily*)

Uh huh.

Female voice:

See?

Announcer

Member, FDIC

SunMark Community Bank
:30 Radio: "Rules"
Draft 1

Female voice: (*underlines are for emphasis*)

George and I changed to SunMark Community Bank. Know why?
Well, listen. We used to bank at a big bank, but whenever we
went there for help, it was always, the rules say you can't do this;
or, the guidelines say you can't do that; or, the account agreement
says, hey, too bad for you! But now at SunMark Community
Bank, they're focused on what we say, not just what the rules say.
SunMark people take the time to get us what we need. Must tell
you, I find that quite refreshing. Don't you, George?

George: (*sleepily*)

Yep.

Female voice:

He agrees with me.

Announcer

Member, FDIC

SunMark Community Bank
:30 Radio: "Name"
Draft 1

Female voice: (*underlines are for emphasis*)

Wanna know why did George and I switched to SunMark Community Bank? Okay. We used to bank at a big bank, and after fifteen years, y'oud think they'd know our name, right? But you would be wrong. Sure, their computer knew our account number. But the people didn't really know us. But now, we're more comfortable keeping our money with friendly folks from the community, here at SunMark Community Bank. At SunMark, they know us. You don't want to just be an account number, do you George?

George: (*sleepily*)

Nope.

Female voice:

Exactly.

Announcer

Member, FDIC

SunMark Community Bank
:30 Radio: "Transfer"
Draft 1

Female voice: (*underlines are for emphasis*)

There's a good reason George I moved over to SunMark Community Bank. I mean, the banker at our big bank was fine, once we got to know him. Then one day his desk is empty...he'd been transferred to Louisiana! So we started over with another banker. Guess what. She got transferred. George and I don't like change. We like things that last. And now that we're with a local bank like SunMark Community Bank, the people there are like old friends. It's funny, but that gives us comfort. Right, George?

George: (*sleepily*)

Sure.

Female voice:

That's what I mean.

Announcer

Member, FDIC