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Bangor Savings Bank's Holiday Kitten Commercial Back by Popular Demand

The Bank has posted the popular holiday kitten commercial to their website for a limited time at www.bangor.com.

For Immediate Release
December 20, 2010

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Bangor, Maine – For twenty-six years, the Bangor Savings Bank holiday kitten commercial marked the start of the holiday season for many. The kitten commercial first aired in 1980 and Bangor TV stations aired the spot every year at the start of the holiday season until 2006. Since the commercial stopped airing, every year the Bank receives many phone calls and e-mails inquiring when the commercial will start airing again. This season, the Bank has seen a flurry of Facebook conversations referring their “friends” to view the popular kitten commercial on various online sites.

“We realized after still receiving phone calls, e-mails and most recently Facebook postings four years later, the commercial was truly a holiday tradition for many and is part of the Bank’s history,” said Yellow Light Breen, Senior Vice President and Chief Strategic Officer for the Bank.

Although the spot will not air on local television stations again any time soon, due to popular demand, the Bank has posted the holiday kitten commercial to their website for a limited time at www.bangor.com.

About Bangor Savings Bank Bangor Savings Bank, with more than \$2.3 billion in assets, offers retail banking and investment management services to Maine consumers as well as comprehensive commercial, corporate, payroll administration, insurance, and small business banking services to Maine businesses. The Bank, founded in 1852, is in its 158th year of service to the people of Maine, with 54 branches and on the Web at www.bangor.com. The Bangor Savings Bank Foundation was created in 1997. Together the Bank and its Foundation invest more than a million dollars per year into the community in the form of nonprofit sponsorships, grants and partnership initiatives.

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