

**PRINT AD CAMPAIGN COPY**

(1)

**HEADER:**

The Bank Of Stamford Commercial Lending Officers

[VISUAL -- Six Photos]

**TAG:**

Call them, they're user friendly.



(2)

**HEADER:**

The Bank of Stamford thinks Dave Johnson is worth his weight in sprockets

[VISUAL -- an average looking businessman smiling, standing in front of a titanic pile of sprockets]

**TAG:**

Dave Johnson is banking on his sprocket business and The bank of Stamford is banking on Dave Johnson.

(3)

**HEADER:**

Big Banking -- Without The Bureaucracy

[VISUAL -- text]

"Hello Boston? We're still waiting for that decision...."

"I just need to show this to the commercial loan officer, he'll be back next week.."

"I'm terribly sorry, the computer seems to have misplaced your file..."

**TAG:**

At the Bank of Stamford one of our eight vice presidents will work directly with you to get the fastest loan approval for the loan that's right for you.

(4)

**HEADER:**

The Bank Of Stamford Presents The Civilized Commercial Loan Advise... And consent.

[VISUAL -- Two shots:]

1. VP looking over blueprints with a client

2. The same VP shaking hands confirming a deal.

The first photo upper left, the second, lower right with fill in copy running an opposite diagonal line.

**TAG:**

Our business is all about your business.