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Seahawks and Sounders FC Announce New Banking Partner

On-field Hospitality Area to be called Seattle Bank Field Club

RENTON, Wash. – The Seattle Seahawks and Sounders FC announced today Seattle Bank has signed an exclusive five-year sponsorship agreement to become the official banking partner of the teams.

This sponsorship agreement is a multi-faceted partnership that includes; high profile branding exposure at Qwest Field, team television and radio programming, web-based and in-stadium digital media, database marketing, event hospitality, and community outreach programs. Qwest Field's exclusive field-level hospitality venue will be named the "Seattle Bank Field Club". A key element of this relationship will be Seattle Bank and Sounders FC's joint effort to launch their "United We Serve" outreach program which will bring together Sounders players, staff, fans, and Seattle Bank customers and staff to complete community and neighborhood improvement projects.

"Seattle Bank's independent, local and entrepreneurial spirit is a perfect match with the core values of the Seahawks and Sounders FC," said Vulcan Sports & Entertainment CEO Tod Leiweke. "This partnership is an opportunity to help create a strong, local bank that our fans and our city can cheer about. We're also excited that our fans will benefit from this relationship since Seattle Bank is committed to introducing banking products tailored specifically to Seahawks and Sounders FC fans, including co-branded checking accounts, debit cards, and more."

"There's a growing trend to 'bank locally' and this partnership brings together a local community bank and our local sports teams in winning ways for both fans and customers," said Ellen Sas, President and CEO of Seattle Bank. "Community banking is all about local commitment, leadership and ownership—traits shared amongst Seattle Bank and the Seattle Seahawks and Seattle Sounders FC. By building brand awareness, this partnership will further enable Seattle Bank to attract new customers and capitalize on the significant ongoing changes in the local banking market."

Seattle Bank is a locally-owned community bank with a history dating back to 1944. Its mission is to support independent-minded consumers and businesses with the benefits and convenience of a big bank and the flexibility, service and reliability of a neighborhood bank. With over \$550 million in assets, Seattle Bank operates five banking centers in the Greater Seattle area and 17 mortgage branches through its subsidiary, Seattle Mortgage Company.

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