



For Immediate Release

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Fans Choose Design of First-Ever Seahawks-Branded Debit Card

Seattle Bank introduces the first-ever official Seahawks debit card for season ticket holders

SEATTLE, Wash. (August 16, 2010)— Seattle Bank today unveiled the first-ever official Seahawks debit rewards card designed specifically for the most loyal of Seahawks fans - season ticket holders. Even more uniquely, Seattle Bank reached out to the Seahawks season ticket holders to help pick the design for the card, as part of the bank's commitment to give the community and its customers a voice.

In July, season ticket holders were asked to vote for their favorite card from among six Seahawks-themed card designs. The 12th-man flag card was a landslide winner, with 42% of the votes in a contest that inspired an impressive fan response.

"We're very pleased to be partnering with the Seahawks on the creation of the first-ever official Seattle Seahawks banking products," said Ellen Sas, Seattle Bank President. "Particularly since we were able to give the season ticket holders a chance to pick their own card, we think it's a unique and powerful way for Seahawks fans to tell the world who their team is."

In addition to showing their support for the Seahawks, the season ticket holder debit rewards card automatically provides customers with a UChoose Rewards® Program membership. Customers earn points for purchases they make with their card—both when they sign for purchases and when they use their PIN. Points can be redeemed for millions of items such as travel, merchandise, gift cards, entertainment, and more.

Seattle Bank offers a full suite of banking and mortgage products. For full details on Seahawks Checking, the Seahawks Debit Rewards Card, and other Seattle Bank products, visit www.seattlebank.com or call (206) 568-7800.

About Seattle Bank

Locally owned and managed, Seattle Bank offers a full suite of financial solutions for personal and business banking clients. With over \$550 million in assets and five banking centers in the Puget Sound area, its goal is to become Seattle's premiere community bank, continuing its long-standing commitment to being an independent, local and entrepreneurial provider of first-class financial services with an interactive and neighborly approach to service. Seattle Bank specializes in helping family-owned businesses compete and grow and in helping consumers with all their financial needs. It is also the Official Bank of the Seattle Seahawks and Seattle Sounders FC. Affiliated companies include Seattle Escrow and Seattle Mortgage Company, one of the state's oldest independent mortgage banking firms. Visit us at www.seattlebank.com.

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