

## Promoting Healthy Hearts, Providing Healthy Banking

*Local Bank Supports American Heart Month*

Miami, FL February 22, 2010 –February is American Heart Month. Through the month, the American Heart Association aims to raise awareness about heart disease and promote cardiac health and wellness practices.

To support American Heart Month and increase awareness, Executive National Bank provided its customers with tips for healthy living and distributed pedometers. The bank sent customers a link to the American Heart Association's *Life's Simple 7*, which highlighted the benefits of monitoring blood pressure, cholesterol and sugar intake.

"When we say that our customers are the heart of this bank, we mean it," said Kathrina Fuster Saladrigas, the bank's Marketing & Training Manager. "We believe that walking is a great first step to improving heart health, so we gave our customers pedometers to track their daily activity and encourage a more active lifestyle."

To show its support, Executive National Bank also donated of \$5 dollars to the American Heart Association for customer referrals that opened a new account in February.

*American Heart Association is a Better Business Bureau accredited charity that advocates healthier life style choices that can lead to a healthier stronger heart. For more information please visit their website at [americanheart.org](http://americanheart.org).*

*Executive National Bank is a privately-owned financial institution that has proudly served South Florida since 1972. Holding a national charter, this federally insured institution offers a full range of banking services including commercial loans, mortgages, remote deposit capture and CDARS® products. To learn more about Executive National Bank, please visit [www.executivebank.com](http://www.executivebank.com) or call Kathrina Saladrigas 305.274.8382.*

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