

Community Bank Gets Local Businesses to “Say Cheesecake.”

South Florida community bank spreads goodwill in the Aventura and South Miami Business Community.

Miami, FL April 10, 2009 – Executive National Bank hopes to remind consumers how sweet it is to bank with a local community bank through its cheesecake campaign. The campaign, which launched in January, has sent the bank’s officers throughout the area delivering complimentary cheesecakes to local professionals.

“We design products and services that, with our team of experienced bankers, make banking a piece of cake,” said Sandy Dube Bell, Executive Vice President of Branch Administration at Executive National Bank. “The cheesecake campaign creates new opportunities for us to engage the community and increase awareness.”

Four months into the campaign, the bank’s officers have delivered over 800 cheesecakes to businesses in Aventura and South Miami.

Executive National Bank is a privately-owned financial institution that has proudly served South Florida since 1972. Possessing 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 or call 305.274.8382.

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