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October 11, 2011

INDEPENDENT BANK A LEADER IN BEST IN COMMUNITY BANKING AWARDS

Independent Bank practically stole the show in the annual Best of Community Banking Awards sponsored by the Independent Bankers Association of Texas (IBAT).

The McKinney bank was recognized with a Gold Medal in the Community Service category, three Silver Medals and awarded a special American Spirit Award by an independent panel of judges.

It was the Gold Medal that brought about the extra recognition in a Community Service entry for a holiday community project aiding families serving in the Armed Forces. Using a donation list, magazine advertisements and a personalized Memorial Day e-mail campaign to identify the families, bank employees joined with customers and put together 200 “We Care” boxes that were shipped to troops overseas. School children personalized donation boxes with handwritten notes and photo cards and bank customers dropped off donations and gave hundreds of dollars towards purchasing additional supplies.

Two of the Silver Medals were awarded in the Marketing Category, one recognizing a successful campaign called MAXchecking that resulted in 800 new accounts with \$11 million in new opening balances in only eight weeks, and the second for an annual employee appreciation event that honors those for every five years of service.

The third Silver Medal was for Community Service for involvement in the American Cancer Society Relay for Life, helping raise thousands of dollars dedicated to research and finding a cure.

The annual awards recognize IBAT member institutions in several categories for service to their communities. Winners are judged on innovation and creativity, number of people benefited or affected and the success in fulfilling a community need.



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“We are very proud of the accomplishments our independent banks make to their communities and use these awards to showcase the outstanding initiatives taken by our members each year,” IBAT President/CEO Christopher L. Williston said.

IBAT is the largest state community banking organization in the nation with a membership of more than 2,000 banks and branches across 700 Texas communities.

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