

WAUWATOSA SAVINGS BANK  
11200 W. PLANK CT.  
WAUWATOSA WI 53226

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For Immediate Release-2/4/08

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## **Wauwatosa Savings Bank to Change Name**

The Wauwatosa Savings Bank name has been a pillar in the community for over 85 years. The bank has experienced quite a bit of growth over the last couple years, both in new branch offices and in additional product lines. Doug Gordon, President and CEO of Wauwatosa Savings states, "A name change is necessary to better reflect what we are now, and what we plan to be in the future."

Two years ago Wauwatosa Savings was primarily a mortgage lender and CD acquirer, which is what comprises a traditional savings and loan institution. Within the last two years, the bank has added consumer loan products, expanded their mortgage offerings, entered the realm of Business Banking, and expanded their deposit products with the iMoney Market and suite of checking accounts. With those changes and additions, Wauwatosa Savings more closely resembles a full-service bank rather than a savings bank.

The bank added three new branches during '06-'07. "As we continue to expand geographically to other communities, "Wauwatosa" does not clearly define our intentions to be a community bank in all the communities we serve," comments Gordon. "With the potential for us to expand further in the state and across state borders, the "Wauwatosa" name does not define us, nor does it help us gain acceptance in a new community."

Between February 4<sup>th</sup> and February 29<sup>th</sup>, Wauwatosa Savings invites its customers and communities to take part in history and help choose the bank's new name. Visit any of their eight convenient locations to complete an opinion ballot for Wauwatosa Savings' new name. Submitting an opinion ballot also enters you into a drawing for a chance to win one of four great prizes valued at over \$3,000: a 46" flat screen TV, a laptop, an interactive video game system package, or a \$500 gift card. Employees of Wauwatosa Savings and their family members are ineligible to receive any of the prizes associated with this promotion.

Please visit [www.WSBonline.com](http://www.WSBonline.com) or contact customer service at (414) 761-1000 for more information and official contest rules. Established in 1921, Wauwatosa Savings Bank is a financial institution with offices in Wauwatosa, Franklin/Hales Corners, Germantown/Menomonee Falls, Oak Creek, Oconomowoc, Pewaukee, Waukesha, and West Allis.

For more information, please contact  
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