

FOR IMMEDIATE RELEASE

## **Kasasa Changes the Face of Local Banking in Pennsylvania**

*The Dime Bank Introduces Kasasa, a Striking Alternative to the Megabank Rollercoaster*

**Honesdale, PA — May 18, 2015** — The Dime Bank asks consumers, “Do you Kasasa?” as it becomes the next financial institution in Pennsylvania to launch the country’s most innovative financial products.

Kasasa® is a new brand of free checking and savings accounts that rewards consumers for using their account with what interests them most—high interest, cash back, automatic saving or digital downloads from iTunes®, Google Play™, or Amazon.com®. These accounts, combined with the personal service that only community financial institutions can deliver, are offering residents a better banking option than the megabank experience.

“Consumers deserve to have a meaningful banking experience, without the nightmare of megabank fees and mistreatment. We are pleased to offer these unique, free accounts to our community,” said Gary Beilman, president and chief executive officer at The Dime Bank. “Kasasa delivers what research shows people really want but believe they can’t have—great financial products with the personal service of a community based financial institution.”

The Dime Bank is offering four Kasasa financial products, including Kasasa Cash®, Kasasa Cash Back®, Kasasa Saver® and Kasasa Tunes®. All Kasasa products are free, reward-based accounts, with no minimum balance to earn the rewards or maintain the account, no monthly service fee, free online banking, and free ATMs nationwide.

- **Kasasa Cash** - A free checking account that rewards consumers with high interest for every month they qualify.
- **Kasasa Cash Back** - A free checking account that rewards account holders with major cash back on everyday debit card purchases, without points or category restrictions like the big guys. The cash back amount is based on how much a consumer spends on his or her debit card.
- **Kasasa Saver** - A free, high interest saver account linked to a Kasasa Cash checking account or Kasasa Cash Back checking account. The interest and ATM fee refunds earned in the Kasasa Cash account [or the cash back and ATM fee refunds earned in the Kasasa Cash Back account] are automatically deposited into the Kasasa Saver account when the account holders qualify. The balance in the Kasasa Saver account also earns a high rate of interest.
- **Kasasa Tunes** - A checking account that rewards consumers with digital downloads from iTunes, Google Play or Amazon.com when they qualify.

To receive the Kasasa account benefits, each monthly qualification cycle consumers are asked to do a few simple things like receive an eStatement, access online banking, and use a debit card a minimum number of times. If an account holder does not meet the qualifications in a given month, The Dime Bank will alert the individual, who will be eligible the following month for the benefits.

“Extensive research has shown us that consumers would prefer to do business with community financial institutions, but feel they would lose access to products,” continued Beilman. “Kasasa is opening people’s eyes to a new banking model where no sacrifices are necessary. It’s a win-win because account holders get innovative products *and* personalized service.”

Kasasa is distributed to The Dime Bank from BancVue, the leading provider of innovative products, dynamic marketing, and data-driven consulting solutions to community financial institutions nationwide to help them win the war against the megabanks.

For more information on Kasasa accounts, consumers can visit [www.thedimebank.com](http://www.thedimebank.com). The Dime Bank has been helping customers meet their financial needs since 1905. Serving its primary market of Northeastern Pennsylvania, the bank offers a full array of financial services and solutions. Community banking yields community benefits. For more information on The Dime Bank, visit [www.thedimebank.com](http://www.thedimebank.com). Member FDIC.