



United Bankers' Bank Launches Marketing Solutions Partnership with WordCom

This first of its kind program provides United Bankers Bank's community bank customers & prospects with affordable and direct access to intelligent data and bank marketing solutions.

United Bankers' Bank (UBB), the nation's first bankers' bank, today announced a collaboration with intelligent target marketing solutions provider, WordCom. Through this partnership, UBB will provide community banks with access to a suite of data and bank marketing solutions that will assist them in acquiring new customers, deposit accounts and loan products in addition to programs that will enhance the customer engagement and onboarding processes, with the primary focus on helping community banks market more efficiently and effectively.

"UBB's mission is to provide community banks, no matter the size of the institution, with the products and services they need to be successful in the communities they serve. We currently have the resources in place to assist them with their operations, lending, investments and consulting needs like compliance, HR and insurance, so adding a trusted source for marketing solutions made complete sense and only further solidifies our position as a truly full-service bankers' bank," commented Executive Vice President and Chief Marketing Officer John Peterson. "In today's competitive environment, community banks are no longer just competing against other financial institutions down the street or in their immediate communities, instead they are feeling additional pressure from a host of new service providers who didn't exist five or ten years ago. As a result, the need for efficient and intelligent marketing solutions has never been more important," Peterson said.

"WordCom has a long and impressive track record of providing the financial services industry with effective marketing solutions that get results. Their commitment to ensuring the needs of their clients are of the highest priority, along with maintaining a continued focus on innovating and enhancing their product offering was of great importance to us. We viewed these shared company values and culture as a vital component to a successful partnership," stated Tyson Doke, Vice President and Marketing Manager for United Bankers' Bank.

"WordCom has been assisting financial institutions for over 3 decades; providing professional service and marketing expertise to our valued clients. We are a full-service target marketing company that will be readily available to assist UBB customers with their marketing initiatives. We are excited to launch this partnership and are 100% committed to doing everything possible to help UBB's customers achieve their marketing goals," said Sean Mulvaney, Vice President and Chief Strategy Officer for WordCom.

The marketing services partnership will involve direct collaboration between UBB and WordCom, focusing on aligning the needs of UBB's community bank customers with the intelligent marketing solutions provided by WordCom. Detailed information about the marketing solutions provided can be viewed by visiting www.ubbmarketingsolutions.com.