

CCB BEGINNING 110th YEAR IN OPERATION

LITTLE VALLEY, NY – On January 2nd, 1902, a newly chartered Cattaraugus County Bank (CCB) opened its doors to the public and began an unbroken history of fiscal integrity and sound financial growth that has lasted for 110 years!

CCB will begin its year-long 110th anniversary celebration in January in a couple of new and diverse ways:

- CCB reached out to local area schools and asked second grade teachers if they'd be interested in participating in a *CCB Time Capsule Project*. They've invited 2nd graders to place items in a CCB-provided time capsule in early 2012. The time capsule will then be placed in the bank's vault. And in 2022 – when the 2nd graders are “senior” students, CCB will invite them back to CCB to open the time capsule to see how creative they were, how much fun they had and what may have been going on in their world at the beginning of 2012.
- CCB developed very attractive and thought provoking display banners containing interesting history over CCB's eleven decades of existence. All CCB locations will have a display in their lobby. The banners contain both CCB information and reminders of events in history outside the world of banking. The banners should be up and ready for viewing by mid-January.
- CCB is also running a loan special between January 9th and February 29th, 2012. If a friend (customer or non-customer) is interested in learning more about CCB's Anniversary Loan Special, they can call or stop in to any location and ask a loan officer for information.
- CCB has chosen the week of January 9th, 2012, to provide refreshments to anyone visiting one of their locations.

“We are very happy to be able to say we're here, we're strong and we support our communities,” states CCB Senior VP Joni Simcick. “These first few activities are just the beginning of a year-long birthday party. Many schools were receptive to our Time Capsule idea and we hope folks see our lenders about the loan special. It is quite a nice offer. We are also very proud of the big banner displays ... I think visitors will find them interesting. I invite everyone to stop in, visit with our excellent employees and look for more events as 2012 passes. The CCB marketing team is busy talking about what else we'll be doing to celebrate this important anniversary.”

CCB is an FDIC insured New York State chartered independent, community bank. From January 2, 1902, CCB has established an unprecedented record of fiscal integrity and sound financial growth, which now totals \$180 million in assets. CCB maintains convenient ATMs and can be found on the web at www.ccbly.com. CCB is an equal housing lender. CCB's main office is located in Little Valley, with eight branch offices.