

BUSINESS ACQUISITION/CROSS SELL

*SAMPLE ARTWORK ONLY – MAY NOT BE ACTUAL PACKAGE MAILED.

Goal:

Cross-sell current business customers and acquire new business prospects for a Customer Business Line of Credit and/or a High Yield Money Market Account.

Strategy:

For a 10-year anniversary offer, existing business customers and new business prospects were sent an offer for a Custom Business Line of Credit and/or High Yield Money Market Account. As part of the mailing, the business was given a \$10 gift certificate redeemable at any Staples store. With an account opening, the business would also be given a \$100 Staples certificate and would be entered into a drawing for a \$2,500 office makeover.

Total Mailed: 11,932

Accounts Opened: 370

Opening Rate: 3.1%

Total Deposits: \$7,385,124

Total Loans Balances: \$6,820,649

Estimated Revenue: \$301,466

ROI: 1995%

BANKRI 10
A DECADE OF SERVICE

FREE Business Checking
PRIME + 0% Line of Credit
High Yield Money Market Account

Enter to Win a \$2,500 office makeover

Mr. WordCom A. Sample
56 Main Street
Ellington, CT 06029-3315

Dear Valued Customer,
We can't help but be proud.
As a BankRI customer, you've probably heard that this year marks our tenth anniversary. We can't help but be proud of our "decade of service." And we're particularly proud to be Rhode Island's premier bank for business.

It's all because of valued customers like you. Thank you!

Please accept this Staples Gift Coupon as a token of our appreciation. And take a few minutes to learn about some special offers, products and services available to help you support, manage and grow your business.

Enjoy all that Custom Business Banking offers.

At BankRI, we've built a reputation for servicing business customers like no one else. For the past decade, we've listened to what our customers want and need. That's why our Custom Business Banking offers you free business and personal checking, a Business MasterCard®, Fast Track Lending, and more.

PRIME + 0% Custom Business Line of Credit and a Preferred Rate, High Yield Money Market Account.

Custom Business Banking is just the beginning. When you're ready to grow, we also offer the capital you need. Our Custom Business Line of Credit offers up to \$50,000 at a highly competitive rate of Prime + 0%, in addition to the added benefit of no closing costs. It's smart and convenient. Borrow from your line of credit whenever you need it, just by writing a check. And speaking of a great rate, BankRI's high yield Money Market Account is offered exclusively to Custom Business Banking customers, so that your money is working as hard as you are.

New receive a \$100 Staples Gift Card FREE and a Chance to Win an Office Makeover worth \$2,500. Simply open a Custom Business Banking Account or Line of Credit, and you'll receive a \$100 Staples Gift Card as a free gift. Plus, you'll be entered to win the Grand Prize of a complete Office Makeover, worth \$2,500.

There's never been a better time to take advantage of all that BankRI offers. And since one of our goals is to make things easy, I'll take care of all the details for you. Simply call me at 1-866-4-BANKRI, or stop by the branch.

Thank you again for your business. We look forward to serving you for many decades to come.

Sincerely,

[Branch manager name]
Branch Manager

STAPLES

P.S. I hope you'll enjoy your \$10 Staples Gift Coupon... and great rates, convenience and service. Take advantage of these special anniversary offers today!

that was easy:

Bank Rhode Island | 825 Washington Highway, Lincoln, RI | 1-866-4-BANKRI

Certain restrictions and restrictions apply to Custom Business Banking products and services. Preferred rates on Business Anniversary Money Market for qualified customers. Custom Business Banking is a program provided by BankRI. BankRI is neither a sponsor of Custom Business Banking nor an affiliate of BankRI. Complete terms and conditions of use are on back of your Staples Gift Coupon, which are valid in US states only. No purchase necessary to win the Office Makeover.

www.bankri.com Member FDIC Equal Housing Lender

Here's an anniversary gift we think you'll appreciate...

STAPLES

Please accept this \$10 Staples Gift Coupon as our way of saying "Thanks" for helping us become Rhode Island's premier bank for business. Open a Custom Business Banking account or Prime + 0% Custom Business Line of Credit and receive a \$100 Staples Gift Card FREE!

Grand Prize of a Complete Office Makeover, worth \$2,500. Visit BankRI today. Offer ends November 30, 2006.

that was easy:

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BANKRI 10
A DECADE OF SERVICE

902 Elm Street
Providence, RI 02903-3488
Custom Business Banking

Your \$10 Gift Inside and a Chance to Win an Office Makeover

Mr. WordCom A. Sample
56 Main Street
Ellington, CT 06029-3315

WORDCOM
INTELLIGENT TARGET MARKETING

www.wordcom-inc.com
800-822-0622