Business Line of Credit Cross Sell

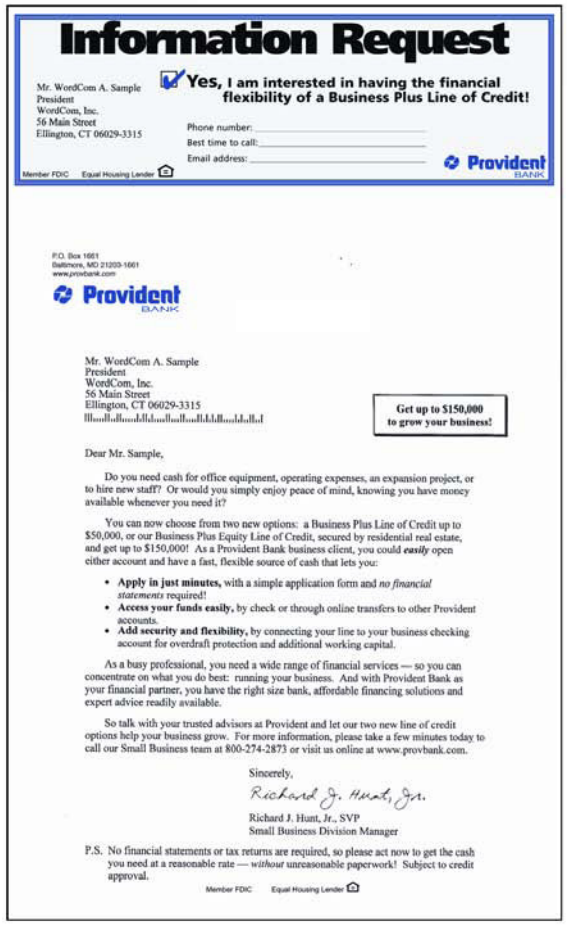
*SAMPLE ARTWORK ONLY – MAY NOT BE ACTUAL PACKAGE MAILED.

Goal:

Cross-sell a Business Line of Credit to existing business customers that don't presently have a line of credit with the bank.

Strategy:

The offer focused on helping their existing customers grow their businesses by having a line of credit easily accessible for business expenses. The line offers a simple and fast application process for one of two options – a $50,000 maximum line or a $150,000 maximum line. Neither account required financial statements or tax returns for the application process.



Information Request

Yes, I am interested in having the financial flexibility of a Business Plus Line of Credit!

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

Phone number:
Best time to call:
Email address:

Provident BANK

Member FDIC Equal Housing Lender

P.O. Box 1661
Baltimore, MD 21203-1661
www.provbank.com

Provident BANK

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

Get up to $150,000 to grow your business!

Dear Mr. Sample,

Do you need cash for office equipment, operating expenses, an expansion project, or to hire new staff? Or would you simply enjoy peace of mind, knowing you have money available whenever you need it?

You can now choose from two new options: a Business Plus Line of Credit up to $50,000, or our Business Plus Equity Line of Credit, secured by residential real estate, and get up to $150,000! As a Provident Bank business client, you could *easily* open either account and have a fast, flexible source of cash that lets you:

- **Apply in just minutes,** with a simple application form and *no financial statements* required!
- **Access your funds easily,** by check or through online transfers to other Provident accounts.
- **Add security and flexibility,** by connecting your line to your business checking account for overdraft protection and additional working capital.

As a busy professional, you need a wide range of financial services — so you can concentrate on what you do best: running your business. And with Provident Bank as your financial partner, you have the right size bank, affordable financing solutions and expert advice readily available.

So talk with your trusted advisors at Provident and let our two new line of credit options help your business grow. For more information, please take a few minutes today to call our Small Business team at 800-274-2873 or visit us online at www.provbank.com.

Sincerely,

Richard J. Hunt, Jr.

Richard J. Hunt, Jr., SVP
Small Business Division Manager

P.S. No financial statements or tax returns are required, so please act now to get the cash you need at a reasonable rate — *without* unreasonable paperwork! Subject to credit approval.

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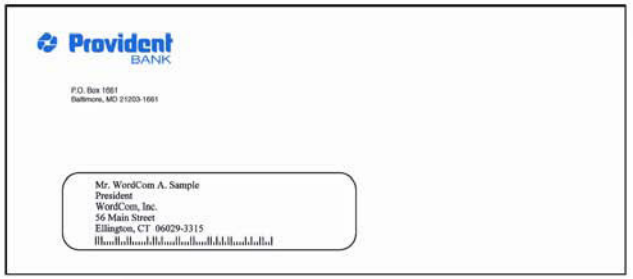

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NO POSTAGE NECESSARY IF MAILED IN THE UNITED STATES

BUSINESS REPLY MAIL
FIRST-CLASS MAIL PERMIT NO. 15164 BALTIMORE, MD
POSTAGE WILL BE PAID BY ADDRESSEE

ATTN: MC 829
PROVIDENT BANK
PO BOX 1661
BALTIMORE MD 21298-9873

Total Mailed: 4,473
Direct Account Openings: 13
Direct Open Rate: 0.30%
Direct Loan Balance: $247,015
Total Loan Openings: 48
Total Open Rate: 1.10%
Total Loan Balance: $2,003,210
Total Loan ROI: 644%

WORDCOM
INTELLIGENT TARGET MARKETING

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