

BUSINESS LOAN CROSS SELL

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

Goal:

Identify current business customers that don't have a business loan and communicate the variety of business loan products available.

Strategy:

This mailing presented the assortment of business loan products available and the ease and convenience of the application process. Customers were asked to return a coupon to the bank through the mail. The coupon captured the customer's phone number and the best time to be contacted so that a customer service representative could contact the customer and discuss options at a preferred time. This mailing outperformed a control group by 113%.

Total Mailed: 30,549

Direct Account Openings: 113

Direct Open Rate: 0.37%

Loan Revenue: \$553,807

All Account Openings: 2,085

All Account Opening Rate: 6.83%

All Account Revenue: \$1,447,803

All Account ROI: 8223%

It's All Here at BANKRI.
Everything your small business needs and then some.

Bring this coupon into your nearest branch to take advantage of our Business Anniversary Money Market Account:
4.25% yield.*

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

*See reverse side for more information.

Member FDIC Equal Housing Lender bankri.com

BANKRI. It's All Here. Everything your small business needs and then some.

CUSTOM BUSINESS BANKING

- Free Checking
- High Yield Money Market
- Prime + 0% Business Line of Credit
- No fees, no closing costs*
- And more

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

Dear Valued Customer,

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 we created Custom Business Banking. It brings together free business and personal checking, a Business MasterCard®, fast track lending and more.

Prime + 0% Custom Business Line of Credit

When your business is ready to grow, you can get the capital you need with a Custom Business Line of Credit. You'll be able to access up to \$50,000 at a great rate of only Prime + 0%*. And there are no closing costs! It's the smart and convenient way to borrow, because you can access your line anytime, just by writing a check.

Preferred Rate, High Yield Money Market Account

You work hard. Your money should, too. As an exclusive opportunity for our Custom Business Banking customers, our Business Anniversary Money Market Account currently yields as much as 4.25%*. For your cash management needs, this account is a perfect companion to our free Business Checking Account.

There's never been a better time to take advantage of Custom Business Banking at BankRI. And we'll make it easy! Just visit us at the [Woonsocket] branch or any other BankRI location. Or call me at (401) 766-3000. We'll take care of all the details!

Thank you for the trust you place in BankRI. We look forward to serving you for many years to come.

Sincerely,
Suzanne Joyal
[Suzanne Joyal]
[Woonsocket Branch Manager]
[1175 Cumberland Hill Road]

Get a Free Month of New Service.
Open a new account at BankRI and receive a free month of new service from COX Business Services.

P.S. Take advantage of our special offer available only to BankRI customers. For a limited time, open any new account at BankRI and receive a free month of new service from Cox Business Services®.

*Certain conditions and asset restrictions apply to Custom Business Banking products and services. Initial minimum deposit of \$1,000 in Business Prime or Business Plus checking required to receive advertised rates on money market and business line of credit. The yield shown is for Business Anniversary Money Market Accounts with balances greater than or equal to \$10,000. For balances less than \$10,000, the yield is 2%. Offer may change without notice.

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BANKRI.
One Turks Head Place
Providence, RI 02903

Mr. WordCom A. Sample
ABC Company
56 Main Street
Ellington, CT 06029-3315
[Barcode]

WORDCOM
INTELLIGENT TARGET MARKETING

www.wordcom-inc.com

800-822-0622