



# EL PASEO BANK

## **El Paseo Bank**

FOR IMMEDIATE RELEASE

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### **EL Paseo Bank Celebrates “Customer Appreciation Week,” April 20, Through April 24 At All Three Valley Locations With Giveaway Movie Tickets, Gift Cards, Good Food and Theme Days.**

(Palm Desert—April 16, 2009) To say, “Thank You” to all its loyal customers and the community, El Paseo Bank is going all out the week of April 20 to show its customer appreciation. Of course every day is customer appreciation day at El Paseo Bank with its warm chocolate chip cookies and freshly brewed coffee available all day long just in case you want to take a seat and visit. Old fashioned service and customer loyalty is the cornerstone of El Paseo Bank. El Paseo’s Management wanted to take the time to show its appreciation to its valued customers and make some new acquaintances during these challenging economic times. “We truly appreciate our customers all year long. We establish personal one on one relationships with them that last for years. We know they have a choice where to bank and just wanted to say, Thank You for continuing to bank with us,” explains, Andy Montgomery, Chairman of El Paseo Bank.

Every day during Customer Appreciation Week is a themed day including; Pet Day (bring in your pet and get a treat), Western Day (dig out those cowboy boots and hat), Earth Day (ways to go green), Beach Day (fun in the sun) and Sports Day (dress in your favorite sports attire). Every day features giveaways like movie tickets and gift cards. Visit El Paseo Bank at Country Club Village 40101 Monterey Avenue, The Market Place, 39580 Washington St., Palm Desert and the Main Branch at 74175 El Paseo, Palm Desert. All locations will be celebrating all week.

With three branches in Palm Desert, one in Park City and one in Salt Lake City, Utah, El Paseo Bank continues to be a “Well Capitalized” bank. Utah branches operate under the name Frontier Bank, FSB.

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**Media Advisory: El Paseo Bank's Customer Appreciation -“Feel Good about Your Bank Week” Festivities Concludes Today With: “Sports Day.”**

Friday—April 24.. To conclude its Customer Appreciation "Feel Good About Your Bank Week", all three El Paseo Branches (Rancho Mirage, El Paseo and Marketplace) are holding "Sports Day." Team members are dressed in their favorite sports outfits. Customers and the community are invited to join in on the closing day festivities and cheer for the El Paseo Team.

With three branches in Palm Desert, one in Park City and one in Salt Lake City, Utah, El Paseo Bank continues to be a "Well Capitalized" and profitable bank. Utah branches operate under the name Frontier Bank, FSB.

