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RIDGEWOOD SAVINGS BANK MARKS 10th ANNIVERSARY OF MOBILE BRANCH

-“Branch-on-wheels” Bringing the Branch to You-

RIDGEWOOD, N.Y., June 10, 2015)—Ridgewood Savings Bank announced the 10th anniversary of its Mobile Branch, which brings banking directly to the people—at senior living facilities, schools, and community events throughout Queens, Brooklyn, the Bronx, and Long Island.

“The Mobile Branch reflects our commitment to serving our communities,” says, Peter M. Boger, Chairman, President, and Chief Executive Officer of Ridgewood Savings Bank. “It brings the bank to people who can’t easily get to a branch—allowing many seniors to maintain their financial independence. It also provides a fun and engaging venue where we can teach children valuable financial lessons.”

The Mobile Branch was the first of its kind in New York State. In addition to now making regular stops at 22 senior housing centers, it serves as a traveling classroom for the ABA Teach Children to Save Program. The branch travels to more than a dozen elementary schools each year, where students come aboard to learn the basics of banking and managing money. It is also a welcome sight at a host of parades, street fairs and festivals, where it provides information and giveaways, along with a convenient on-board ATM.

This 40-foot-long vehicle features a fully equipped bank office inside, enabling real-time transactions with cellular technology. The traveling branch is equipped with teller windows, ATM, private office, and customer service desk. A ramp can be lowered to ensure full wheelchair access.

The Mobile Branch also has been used in disaster recovery efforts. When the Breezy Point community was devastated during Superstorm Sandy, Ridgewood parked the Mobile Branch on site for several weeks, offering banking services as well as cell phone charges and supplies. It has also been used to serve as a temporary branch in other locations when the need arises.

Walter Reese, Ridgewood Savings Bank’s Senior Vice President of Retail Banking, explains, “The Mobile Branch originated when we were brainstorming about new ways to serve our customers. Although banking has changed during the past 10 years and technological advancements have given many customers greater access to their finances, the bus still serves an important role in our community.”

According to Monica Zanotti, Ridgewood Savings Bank Vice President and District Manager, “Due to popular demand we are consistently expanding our footprint—including the most recent addition, the Dominican Village in Amityville. Our success is

due in part to people like Branch Manager Cathy Scibelli, who lets everyone who steps aboard the mobile branch know that their business is important.”

Customers look forward to the individual attention that Ms. Scibelli and her staff bring to their banking needs—even taking their transactions inside the lobby of facilities when the weather is inclement. She also brings banking to life for the many school children who board the Mobile Branch for the Teach Children to Save program.

Recently, the Ridgewood Mobile Branch pulled up to the Plattduetsche Home in Franklin Square for a special event to celebrate its 10th anniversary. At the celebration, the seniors streamed out to the canopied garden space to enjoy a luncheon and an anniversary cake decorated with the Mobile Branch’s image.

Dorothy Rifkin, who participated in that event, says, “I have been banking at Ridgewood Savings Bank for 80 years—my entire life—since my family gave me a savings account as a baby. I think it’s great to be able to continue this tradition right here at my home, without having to walk to the branch.”

Mobile Branch customers have access to a full range of services including the ability to:

- Open new accounts
- Make deposits and withdrawals
- Cash checks
- Transfer funds between accounts
- Notary public
- Purchase money orders & teller checks
- Purchase US Postage Stamps

Vincent Benincasa, also a customer, explains, “Not only is it so convenient, but it also feels very safe to me and the staff is so helpful and nice. The branch is a meaningful part of our lives.”

About Ridgewood Savings Bank:

Chartered in 1921, Ridgewood Savings Bank (www.ridgewoodbank.com) is the largest mutual savings bank in New York State with \$5.1 billion in assets serving customers throughout the New York metropolitan area.

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