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FOR IMMEDIATE RELEASE: XXXXXXXXXXXX

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Kennebec Savings Bank Announces Promotion of Todd Wentworth *Wentworth Promoted to Assistant Vice President and Creative Officer*

Augusta, ME – Kennebec Savings Bank President & CEO Andrew Silsby recently announced the promotion of Todd Wentworth to Assistant Vice President & Creative Officer.

In his role, Wentworth is responsible for crafting a cohesive image that embodies the Kennebec Savings Bank brand identity. His responsibilities include overseeing the visual consistency across all marketing channels, collaborating with various departments to ensure brand alignment, and innovating new ways to visually communicate the Bank's mission and values to its customers and the community.



Wentworth has been an integral part of the team for seven years, joining after a successful tenure in Hannaford's marketing department. He has played a major role in shaping the Bank's creative direction and branding strategies through his work in designing logos, creating traditional marketing materials, developing digital assets, updating the interior design of the Bank's lobbies, and more.

"We are thrilled to recognize Todd's outstanding contributions and leadership. His creativity and strategic vision have been instrumental in advancing our marketing efforts and enhancing our brand's impact on the community. From radio, television, and print advertisements to our annual reports and the rebranding of our interior spaces, there is truly nothing he can't create," said Silsby.

"I am honored to take on this new role. This opportunity allows me to continue contributing to our innovative approach and commitment to excellence," said Wentworth. "I look forward to working with our talented team to further enhance the services we provide to our community."

For more information, please contact Marketing and Communications Officer Amanda Cooley at 207-622-5801 or ACooley@KennebecSavings.Bank.

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Kennebec Savings Bank is a \$1.7 billion state-chartered community bank, part of a mutual organization, with a team of 200 employees and offices in Augusta, Farmingdale, Freeport, Portland, Waterville, and Winthrop, as well as "KSB Anytime" 24-hour electronic banking centers in Augusta, Farmingdale, Freeport and Manchester. The Bank is proud that its involvement in the community as an employer, a business and as a contributor has led to many other successes besides its own. Member FDIC, Equal Housing Lender.