

News Release

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Lincoln Park Savings Bank Rebrands as Lincoln 1st Bank

Lincoln Park, NJ – Lincoln Park Savings Bank, which has served the personal and commercial banking needs of customers throughout northern New Jersey for nearly a century, has announced the inception of a rebrand process that will see the institution's name change to **Lincoln 1st Bank**.

The bank's new identity and tagline – ***"Your Bank. Your Neighbor."*** – reflects its commitment to serving the personal financial goals of its customers. David G. Baker, President and CEO, said, "Although the name is changing, our bank will retain its longstanding tradition of providing quality local banking conveniences. Customers will still see the same friendly faces they've come to know and trust, and we look forward to offering enhanced products and services in the near future."

To celebrate the corporate makeover, Lincoln 1st Bank will be offering a special 30-year fixed rate for conventional or jumbo mortgages.

Lincoln 1st Bank has assets in excess of \$250 million, deposits of nearly \$115 million, and loans of \$85 million. Its two banking locations include the bank's headquarters in Lincoln Park and a branch office in Montville, NJ.

About Lincoln 1st Bank

With its roots in historic Morris County, NJ, Lincoln 1st Bank dates back to 1923 when a group of local, civic-minded business people established Lincoln Park Building & Loan Association to serve the financial needs of the greater community. Despite its growth, the bank takes pride in retaining its hometown appeal, both in its personal approach to customer service and refusal to sell any of its mortgage loans in the secondary market.

Lincoln 1st Bank has two banking locations: its headquarters in Lincoln Park, NJ and a branch office in Montville, NJ. For more information, visit www.MyLincoln1st.com.