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Editor's Note: Photo Available

THE ART OF BANKING TAKES ON NEW LIFE AT KIRKPATRICK BANK

Kirkpatrick Bank Unveils New Checking Accounts in a Creative Way

OKLAHOMA CITY (June 2, 2009) – To mark the redesign of its personal checking options, Oklahoma-based Kirkpatrick Bank recently hosted an art party at its main office on 15th and Broadway. The party, entitled “The Art of Banking,” included an art class from Edmond Fine Arts Institute.

Known both for its collection of Oklahoma artwork and its support for the arts, the idea of celebrating a new product launch with an art party just made sense, according to bank officials. “We have been a long-time supporter of the Edmond Fine Arts Institute and so it seemed natural to turn to them with this idea. They really made it work and I think some of our ‘artists’ were surprised at how well they did,” noted Linda Hawkins, assistant cashier, who also serves on the board for the organization.

Kirkpatrick Bank redesigned its personal checking account options to both simplify account structure and offer more lifestyle choices. Among the new personal checking accounts offered are a full-service account rich in features known as **Renaissance Checking**, an interest-bearing checking account called, simply enough, **Interest Checking** and a **Free Checking** account. Additionally, Kirkpatrick Bank has created a **Plus** account to better serve its account holders 55 and older, as well as adding a la carte features that offer any account holder the opportunity to choose from additional benefits through an opt-in program known as **Select Benefits**.

“At Kirkpatrick Bank, we know that banking is a major component in how people manage their financial lives and realize their dreams,” noted George Drew, president and CEO. “From our marketing message, ‘The Things We Love,’ to our new account structure, Kirkpatrick wants to ensure the banking experience is simple, while offering access to things that people value, especially in today’s economy.”

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In addition to the new accounts, Kirkpatrick has added lifestyle choices offerings to its accounts that include Identity Theft protection, payment card protection, travel accidental death insurance, as well as discounts and savings on dining, entertainment and shopping. Additional features also include health benefits for pharmacy, vision and hearing.

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