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## **ORANGE COUNTY TRUST BECOMES ORANGE BANK & TRUST REFLECTING STRENGTH AND GROWTH**

**MIDDLETOWN, N.Y.** (July 29, 2016) — Orange County Trust Company announced today it has changed its name to Orange Bank & Trust Company. The change supports the Bank's strategic plan to remain independent, position itself for future growth and expand its operations regionally with a focus on business banking. Customers will notice new signs and materials at all of the Bank's locations, while finding the same bankers dedicated to serving their needs through personal relationships.

Orange Bank & Trust marked the introduction of the new name at a ceremony this morning at its Middletown headquarters on Dolson Avenue where CEO, Michael Gilfeather and Board Chairman Louis Heimbach unveiled the new name and signage.

During a 2015 strategic research and branding initiative, focus groups revealed that, in neighboring counties, the name "Orange County Trust Company" sounded more like an investment house than a full service commercial bank. The new name eliminates confusion about what Orange Bank & Trust provides to its customers by adding the word "Bank." The Bank's new logo emphasizes "Orange" as a reminder of the county where the Bank was founded and highlights the bright and positive future that the Bank envisions for the region.

"Although our name and logo are changing, we are still the same community-focused bank continuing to deliver top-notch relationship based service to our customers in Orange, Dutchess, Westchester and Rockland counties" said Gilfeather. "Orange Bank & Trust is committed to growth by expanding geographically and by enhancing the products and services we offer. To that end, we have opened two new branches in Mamaroneck and Mount Pleasant, with more to come. In order to support this growth, we move into the future with one clear, consistent, name and message."

The name change was approved by the Board of Directors on January 22, 2016. In addition, the Bank obtained a trademark on the new name.

### **About Orange Bank & Trust Company**

An independent community bank beginning with a dream of 14 founders 124 years ago, Orange Bank and Trust, through conservative banking practices, innovation and commitment to its community, now has an asset level of approximately \$900 million. In recent years, Orange Bank and Trust has added branches, expanded into Rockland, Westchester and Dutchess Counties and acquired Hudson Valley Investment Advisors to provide wealth management services. While growing, OB&T has continued to focus on providing community-based banking, based on personal relationships, for businesses, organizations and individuals.