



For Release At Opening

CBT TO OPEN AS SERVICE-ORIENTED CT BANK

HARTFORD, CT (March 10, 2004) . . . Connecticut Bank & Trust Company (CBT) is poised to open soon with a focus on serving both consumers and small businesses. The company is opening three locations: its Hartford headquarters at State House Square and branches in West Hartford and Glastonbury. With a hand-picked team supported by state-of-the-art technology, CBT plans to deliver outstanding personal service to the marketplace.

Because CBT is a new bank, it is able to build superior customer service into its business model. "Going out with service as our top goal sets up a high level of expectation, especially for a new enterprise," explains David Lentini, president of CBT. "But we're ready to hold ourselves to a higher standard of personal service. If you call us, a real person will pick up the phone and help you. When you come in, our staff will greet you with a smile. CBT will be ready to serve you with a wider range of products than you'd expect from a small bank. We'll even make appointments to meet you after hours. However because we're new, we'll have the latest technology to make both live and online banking easy and convenient. It would be impractical for many banks to switch to this new generation of bank technology, but it's allowing us to do more from the start."

CBT is also putting a face on customer service, and his name is Barney. Lentini continues, "Barney exemplifies customer service at CBT. He'll show people that banking doesn't have to be impersonal and frustrating." He appears on the new CBT website, www.customerserviceisback.com.

To start, CBT will offer not only the usual array of deposit accounts, business loans, and commercial services, but also some services beyond the usual offerings of a small bank. These expanded product offerings will include investment management, brokerage services and cash management. Moreover, CBT has formed alliances with top firms offering trust and insurance services. Lentini notes, "By offering this more complete package of services, we can really make a difference in how we help our customers. Small businesses will particularly benefit, as loan decisions will be made locally and therefore in a timely fashion."

Hartford will be the first location to open in March. Glastonbury and West Hartford will follow, with the final grand opening for all three after that.

Connecticut Bank & Trust Company (CBT), headquartered in Hartford, CT, is a Connecticut-based bank devoted to delivering a high level of personal service, primarily to small businesses and consumers. CBT provides both commercial and retail services from its Hartford location as well as branches in West Hartford and Glastonbury, CT. Visit us on the web at www.theibt.com.

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