

## Fidelity Bank Hires Director of Marketing and Retail Sales, Promotes Two to Senior Vice President

**LEOMINSTER & WORCESTER, Mass.** – Aug. 12, 2011 – Fidelity Bank announced today that Catherine Dillon has been named Senior Vice President, Director of Marketing and Retail Sales. In addition, the Bank announced the promotion of Lisa Krywucki to Senior Vice President, Senior Commercial Credit Officer and Jennifer Conrad to Senior Vice President, Commercial Services Officer.

Dillon, of Worcester, will be responsible for the Bank's marketing and public relations initiatives while simultaneously managing retail sales. She will work directly with Branch Managers to further develop the Bank's LifeDesign approach, and all sales and business development activities for the branches. Dillon has more than a decade of experience in the financial services industry. Prior to joining Fidelity Bank, she was Vice President of Marketing at Sovereign Bank. She holds a bachelor's degree in Communications and a master's degree in Educational and Development Psychology from Boston College, Chestnut Hill, Mass. and master's degree in Integrated Marketing and Communications from Emerson College, Boston, Mass.

Krywucki, of Groton, joined the Bank in 2008 with nearly 15 years of experience in credit administration. She was previously the credit debt manager. She holds a bachelor's degree in Business Management from Lynchburg College, Lynchburg, Va. and an MBA from Marymount University, Arlington, Va.

Conrad, of Worcester, will be responsible for Commercial Customer sales and service and will assist the Bank's clients in all aspects of their deposit and cash management needs. Conrad was previously Vice President, Commercial Services Office Financial Designer. She holds a bachelor's degree in psychology from Assumption College, Worcester, Mass.

### About Fidelity Bank:

Fidelity Bank – one of the oldest and continually growing independent, local community banks in Central MA – offers a full range of Banking, Investment and Insurance products and programs, and has full-service offices in Fitchburg, Gardner, Leominster, Millbury, Shirley, and Worcester. Since 1888, the bank has remained committed to businesses, families and individuals in the communities it serves; in turn, loyalty demonstrated by members of those cities and towns has allowed the bank to become one of the strongest financial institutions in the region. Today, Fidelity Bank has total assets of \$522 million and a net worth nearly two times the minimum regulatory requirement. The FDIC and the Share Insurance Fund insures all deposits.



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