

Byrne Dairy, OCC Anchor New M&T Bank Campaign

SYRACUSE, N.Y.—Syracuse-based Byrne Dairy and Onondaga Community College play leading roles in M&T Bank's new Central New York advertising campaign which highlights the bank's long-term partnerships with local business customers and institutions.

Byrne Dairy is highlighted for operating one of the nation's most advanced ultra-pasteurization plants. M&T Bank has enjoyed a successful relationship with the third-generation, family-owned business for decades. M&T provided bank financing when Byrne opened the 40,000-square-foot Ultra Dairy plant in Dewitt in 2004.

The banking relationship has continued as Byrne has grown the Ultra Dairy business, and expanded the Dewitt plant. The Ultra Dairy's high-temperature pasteurization process allows Byrne to extend the shelf life of its products, which has helped the company gain market share. Byrne now employs more than 1,000 Central New Yorkers.

"Agriculture remains an important industry in Central New York and Byrne Dairy is a shining example of the way Central New York farmers and local dairy products can remain competitive in today's economy," said Allen Naples, Central New York Region president for M&T Bank. "Our partnership with Byrne Dairy illustrates the successful outcome of a local bank working with a family-owned business to invest in the community and create jobs."

The new television commercials are scheduled to begin running the weekend of March 31-April 1.

Onondaga Community College is another co-star in the new campaign. M&T has provided charitable support and banking services to help OCC become one of Upstate New York's most successful community colleges.

The commercial features outgoing President Dr. Debbie Sydow with M&T Regional President Allen Naples, who co-chaired OCC's 2008 capital campaign, raising more than \$7.7 million to help support the college's

growth. During her tenure, Dr. Sydow has grown OCC's enrollment by 63 percent, to more than 12,700 students, and managed more than \$100 million of campus construction.

M&T Bank, which operates a regional headquarters on Salina Street in downtown Syracuse, holds the leading market share among banks in the Syracuse metro area with more than \$2.2 billion of deposits at 29 branches. M&T is also consistently the leading lender to small business in Central New York, as measured by loans made through the U.S. Small Business Administration Syracuse District.

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