

Klein Steel, Maplewood YMCA Anchor New M&T Bank Campaign

ROCHESTER, N.Y.—Rochester-based Klein Steel and Maplewood YMCA play leading roles in M&T Bank's new Rochester advertising campaign which highlights the bank's long-term partnerships with local business customers and institutions.

Klein Steel, established in Rochester in 1971, is highlighted for its continued growth and success as a local steel manufacturer. M&T has aided Klein's growth in a number of ways, including providing bank financing for its 68,000-square-foot addition in 2007. Klein now employs 177 people in Rochester, and has additional facilities in other Upstate New York cities.

"Manufacturing remains an important industry in Rochester and Klein Steel is an example of the way local factories can remain competitive in today's economy," said Dan Burns, Rochester Region president for M&T Bank. "Our partnership with Klein 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.

Maplewood YMCA is another co-star in the new campaign. M&T has provided volunteer and charitable support to help secure the long-term future of the Maplewood YMCA. The commercial features YMCA of Greater Rochester President and CEO George Romell, with Regional President Dan Burns, who has been a YMCA board member for many years. M&T was a major contributor to the 2010-11 Maplewood YMCA renovation project, adding a computer lab, renovated pool area, teen and senior center, all new fitness equipment and a new 5,600-square-foot gymnasium.

M&T Bank, which operates a regional headquarters on East Avenue in downtown Rochester, holds the leading market share among banks in Monroe County with more than \$2.8 billion of deposits at 28 branches. M&T is also consistently the leading lender to small business in Rochester, as measured by loans made through the U.S. Small Business Administration Syracuse District.

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