

Customers Spotlighted in M&T Bank's New "Understanding What's Important" Ad Campaign



BUFFALO, N.Y.—M&T Bank launched a new integrated marketing communications program, which started Sunday during the nationally televised championship football game, highlighting its "Understanding What's Important" brand.

"At M&T Bank, we succeed only by seeking to understand the unique circumstances and objectives of our customers—and then working together to deliver personalized solutions that enable each one to achieve their goals," said M&T Bank Chief Marketing Officer Peter J. Eliopoulos.

"We believe that commitment, indeed our very way of doing business, is embodied by our brand promise—Understanding What's Important," continued Eliopoulos. "M&T has always been a company where people work hard to do well

—and to do good—for our employees, customers and communities. That's what helps make us different, and that's part of what defines our culture.

Eliopoulos explained that, "Our marketing will feature actual M&T Bank clients talking about what's important to them. They'll mention ideals like service, caring for others, independence, perseverance—values that we share at M&T." The integrated program, which includes a mix of television, radio, print, online and out-of-home advertising across M&T's footprint, highlights the individual stories of several M&T small business and retail customers.

For more information about the new program and to view multimedia assets associated with the launch, visit mtb.com or whatsimportant.mtb.com.

About M&T

M&T Bank Corporation is a financial holding company headquartered in Buffalo, N.Y. M&T's principal banking subsidiary, M&T Bank, operates banking offices in New York, Pennsylvania, Maryland, Virginia, West Virginia, Delaware and the District of Columbia. Trust-related services are provided by M&T's Wilmington Trust-affiliated companies and by M&T Bank.

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