



NEWS RELEASE

Heritage Bank Announces Rob Braun As Corporate Spokesperson

Former WKRC News Anchor Ready to Promote Community Bank's People-First Approach

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(Burlington, Kentucky, October 9, 2019) - Heritage Bank announces Rob Braun, one of the region's best known and most trusted names in broadcast news, has signed on as the bank's corporate spokesperson. The arrangement is a first for the regional community bank and for Braun who has agreed to represent Heritage Bank exclusively.

Braun worked at WKRC-TV news for 35 years and was lead anchor for 31 years when the station was the perennial ratings winner. As the son of famous television personality Bob Braun, Rob grew up around broadcast television and has always considered greater Cincinnati home no matter where he resided.

"Like Heritage Bank, Rob cares about what unites our region as well as the qualities unique to each community and neighborhood," said Chris Caddell, Heritage Bank Chairman. "He is also a long-time customer. Rob can speak first-hand about our commitment to building prosperity wherever we operate and providing customers with the same caliber of counsel and personal attention we offer family and friends."

As spokesperson, Braun will be front and center in the bank's advertising campaigns and public events. He will also lend his expertise in broadcast production and storytelling behind the scenes.

"Heritage Bank trusts people more than algorithms, and their customers trust Heritage Bank," said Braun. "In just 30 years, Heritage Bank has grown into one of the region's leading community banks almost exclusively through word of mouth. I look forward to sharing stories about their unique approach to banking across the region."

According to Lee Scheben, Heritage Bank Interim President, Rob Braun is joining the Heritage Bank team at a key point in the company's history. "We're approaching the \$1 billion dollar mark, preparing to celebrate 30 years in business next year, and building out an even better community bank customer experience. Rob will have plenty of stories to share about his bank over the next several months."

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About Heritage Bank

Heritage Bank was founded 29 years ago by a group of local businesspeople alarmed about the shrinking access to community banks able and eager to respond to regional consumer and business banking needs. Now serving Greater Cincinnati and Northern Kentucky through 19 branches, the bank remains a family-owned institution, already grooming the third generation of leadership. In an age of ongoing consolidation, Heritage Bank is resolute about remaining an independent bank, rooted in the communities where we operate. Heritage Bank, Member FDIC. Equal Housing Lender. 