



HANOVER BANK LAUNCHES ITS NEW BRANDING

Brand Identity, Logo, Advertising Campaign, Collateral and Website

MINEOLA, NEW YORK, December 14, 2018

The executive team at Hanover Bank knew it was time.

Michael P. Puorro, Chairman, President & Chief Executive Officer today announced the launch of Hanover Bank's new brand identity, including a new logo, advertising campaign, collateral, and a refreshed website. Mr. Puorro said, "The evolution of our brand was a long time coming. We knew we needed our brand to reflect the financial institution that Hanover Bank is today, one which communicates our strengths as we go forward." Hanover Community Bank, under Michael Puorro's leadership, has become one of the fastest growing commercial banks headquartered on Long Island.

When it was time to rebrand, Hanover brought in outside resources that included both strategic marketing and creative expertise. The results speak for themselves, and reflect Hanover as a bank that is "fresh, innovative, unique, and new," yet still the community oriented, collaborative business partner that clients value. The Bank required a message that is clear, concise and consistent across communication channels.

Together with Hanover's executive management team, they looked "within" for the key to Hanover's uniqueness and core brand. Puorro said, "We attract clients and team members that are successful and hardworking because they share our values. We realized that Hanover 'is the bank that shares more of our clients' values, and values them more.' We believe that no other bank works harder or smarter than we do to get the job done and to ensure our clients' success and prosperity." Indeed, Hanover Bank's reputation among their clients and employees alike, is that Hanover is "the bank that gets the job done for their clients." While many clients know of Hanover's highly competitive loan and deposit rates, other key attributes that are valued by its business and consumer clients are its financial strength and its flexibility and know-how in niche lending markets.

Over time, Hanover has built a strong business presence among the Chinese American market in the New York City Metro area. The Bank's values of hard work, loyalty, and attention to long-term, valued relationships are culturally synergistic with this market segment. And in fact, these values are consistent with the way most people would like to be treated by their bank.

Hanover Bank kept its tag line, “the bank of YOU,” evolving it with the new branding to reflect Hanover’s client base and strategic growth focus. “YOU” includes both business and consumer clients throughout New York City and across Long Island. Mr. Puorro noted that “We wanted there to be no question that Hanover puts our clients in the ‘center of our universe.’ We feel that is a significant strength.”

Mr. Puorro continued, “Our new team, coupled with seasoned, professional, friendly bankers in each of our markets, has developed a banking platform that businesses and consumers are hungry for.” Mr. Puorro indicated that the entire executive management team was actively involved in the branding initiative, which was led by Denise Chardavoyne, EVP, Chief Retail & Information Officer.

Consistent with the Bank’s new branding, Hanover Community Bank will be known as Hanover Bank. Mr. Puorro concluded, “We are very excited about the message we are communicating. The new branding gives the market a ‘preview’ of what they can expect from Hanover Bank.”

About Hanover Community Bank

Hanover Community Bank is a community commercial bank focusing on highly personalized and efficient services and products responsive to local needs. Management and the Board of Directors are comprised of a select group of successful local businessmen and women who are committed to the success of the Bank by knowing and understanding the metro-New York area’s financial needs and opportunities. Backed by state-of-the-art technology, Hanover offers a full range of modern financial services. Hanover employs a complete suite of consumer and commercial banking products and services, including multi-family and commercial mortgages, residential loans, business loans and lines of credit. Hanover also offers customers access to 24-hour ATM service with no fees attached, free checking with interest, telephone banking, advanced technologies in mobile and internet banking for our consumer and business customers, safe deposit boxes and much more. The Company’s corporate administrative office is located in Mineola, New York where it also operates a full service branch office along with branch locations in Garden City Park, N.Y. and Forest Hills, Queens, N.Y. The Bank’s Flushing branch is currently under construction and expected to open early next year.

Hanover Community Bank is a member of the Federal Deposit Insurance Corporation and is an Equal Housing/Equal Opportunity Lender. For further information, call 516.548.8500 or visit the Bank’s website at www.hanovercommunitybank.com.

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