

Susquehanna 

With every financial step, we put ourselves in your shoes.

“Park Bench” :30/TV

Open on two people sitting on a bench in a park-like area during lunch break.

MAN: So, how ya’ liking the job?

WOMAN: Good, good, starting to settle in. Still have to find the supply closet to get some pens and rubber bands, and find a bank to hook up my direct deposit.

MAN: Oh, there’s a bank around the corner from the office.

At the moment “Man” delivers his line “Bill” walks past and hears his “around the corner” comment. Bill shakes his head as he delivers his lines.

BILL: You don’t have a car?

MAN: I have a car.

BILL: What are you, going to open a money market with the money you save on gas or something?

MAN: What?

BILL: C’mon, how many times have you walked to that bank that’s so close?

MAN: Well...

Woman looks at her lunch partner like he’s incompetent and turns to Bill.

WOMAN: Where do you think I should bank?

BILL: Not think, know. Susquehanna.

MAN: Why?

BILL: Well, frankly, they like me there.

Man looks smug like he’s got the upper hand.

MAN: Pss, that’s good for you.

BILL: No, good for you. Did ya get a look at me?

Bill runs his hand up and down around himself to say, look at me.

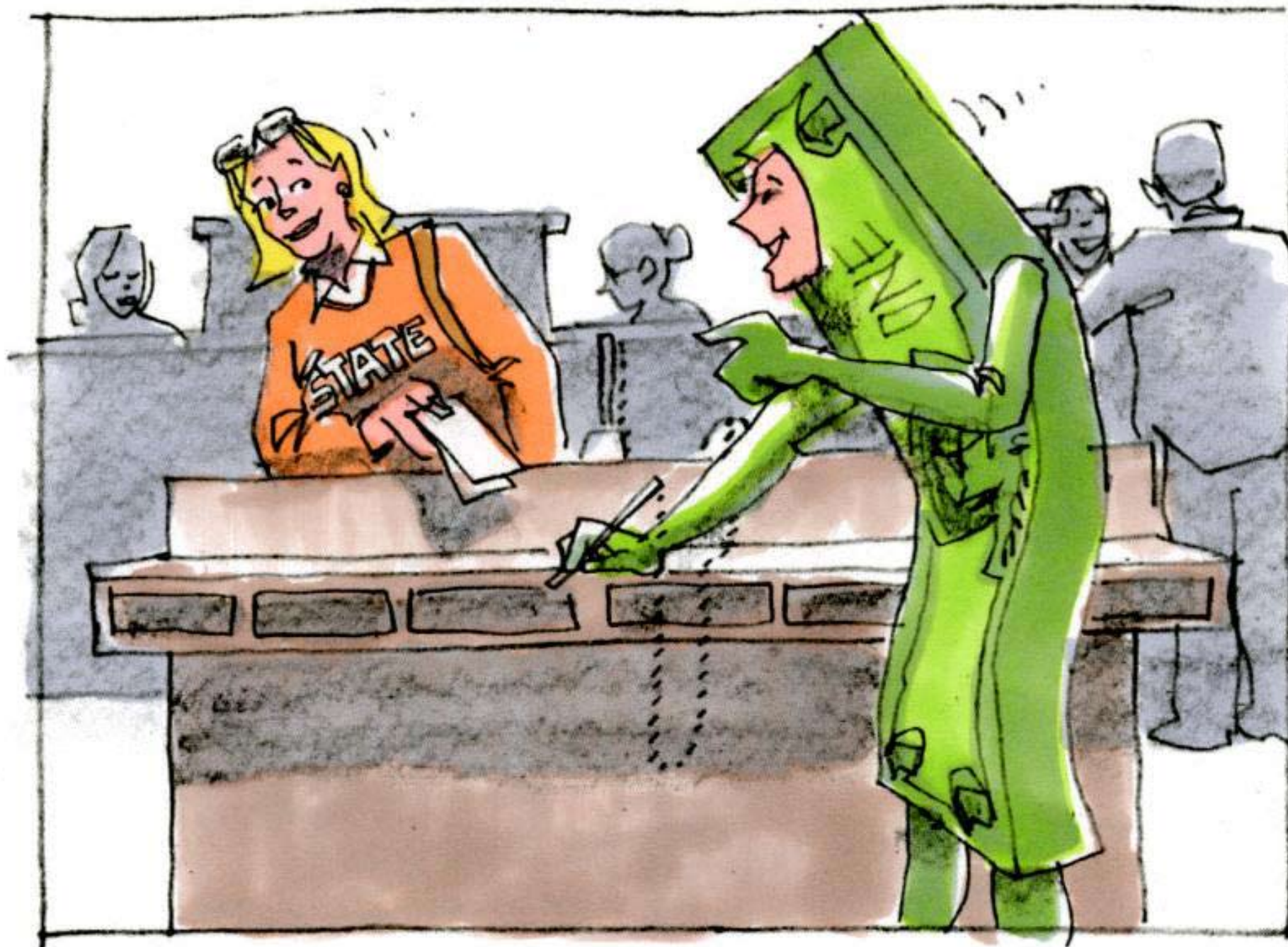
BILL: I should be the only thing your bank thinks about.

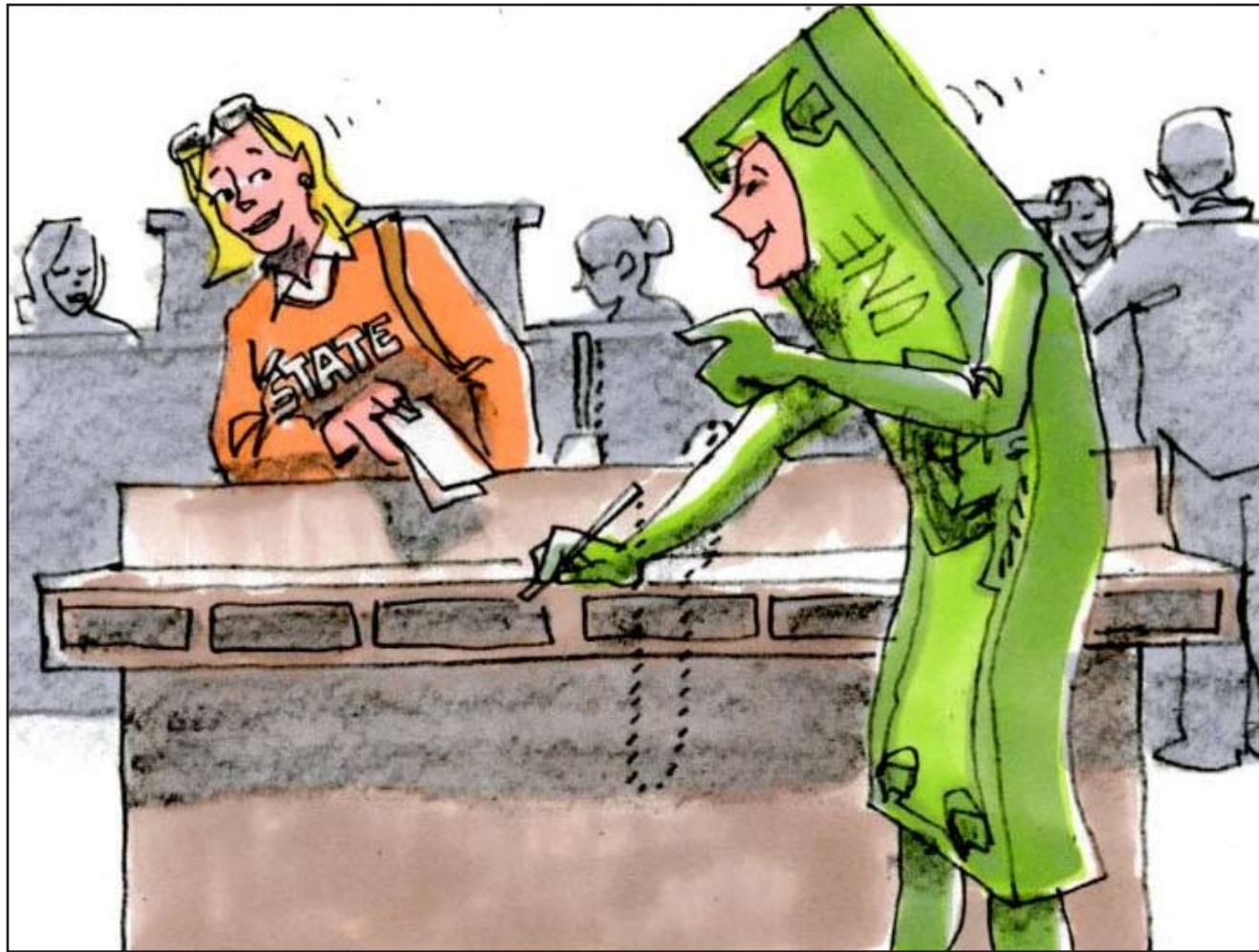
Woman gives a knowing smile.

Cut to end slate with Susquehanna Logo.

SUPER: With every financial step, we put ourselves in your shoes.

ANNCR: Susquehanna Bank. At the end of the day, it’s all about your money.





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“Check-In” :30/TV

Open inside a Susquehanna Bank branch. Camera pans up over a desk where a woman is filling out a document. Bill is beside her, looking down for an account deposit slip in the holding bins.

BILL: Excuse me.

WOMAN: Oh, hi.

Bill points to a slip under the desk.

BILL: Hi, could you hand me one of those please?

The woman hands a slip to Bill.

BILL: Oh, not a withdrawal. The, um, deposit slip there.

The woman hands Bill a different slip.

BILL: Thanks, and one of those, as well.

The woman hands Bill another slip and Bill grabs one more below him.

WOMAN: You've got quite a few accounts there!?

BILL: Yeah, I like it here...stay here a lot.

WOMAN: It's better than the others?

BILL: Oh, goodness, yes. A lot of these places are just show at the front desk, ya know? No substance behind the teller.

Bill and the woman are both done filling out their slips and they turn towards the counter/teller windows at the front of the bank.

BILL: If you want, I could let you cut to the front of the line with me.

I'm a preferred member, get the VIP treatment.

WOMAN: No, I'm good, you go ahead.

Bill steps up to a teller window.

TELLER: Hi, good to see you again.

BILL: Same here. So how are the rates looking today?

TELLER: Nice, very nice.

BILL: Excellent, let me check in for 90 days then.

Another teller steps up next to Bill like a bellhop would.

TELLER2: Let me get those deposit slips for you.

Cut to end slate with Susquehanna Logo.

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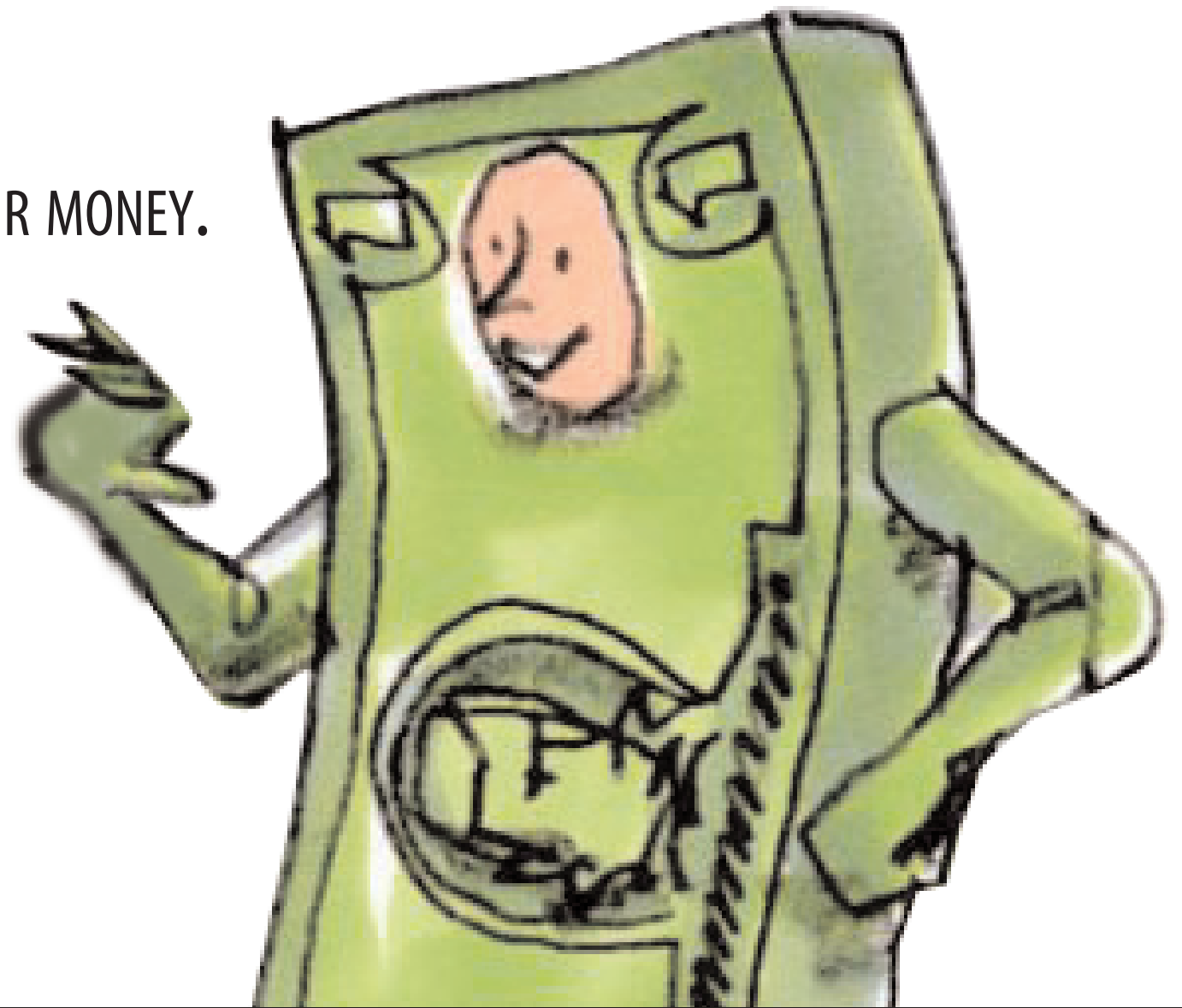
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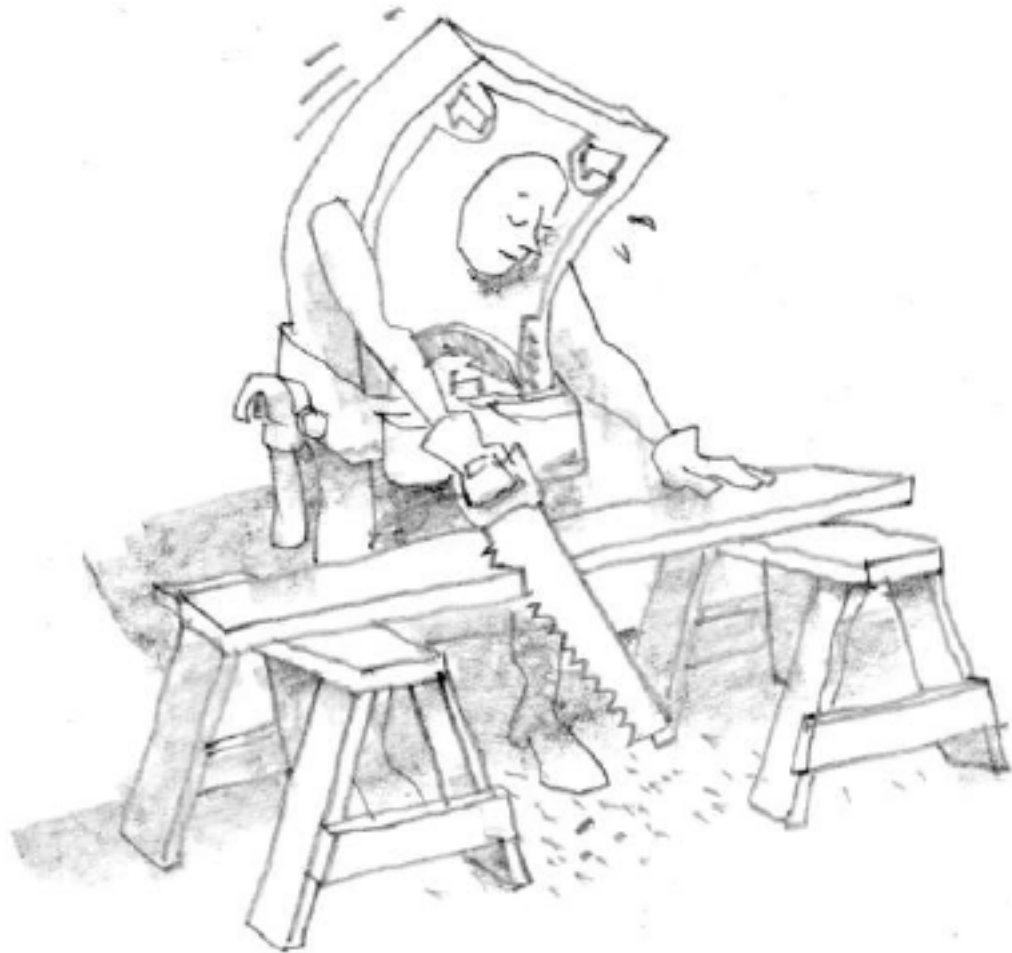


WELCOME TO SUSQUEHANNA. WHERE IT'S ALL ABOUT YOUR MONEY.



COME TO SUSQUEHANNA. WHERE IT'S ALL ABOUT YOUR MONEY.





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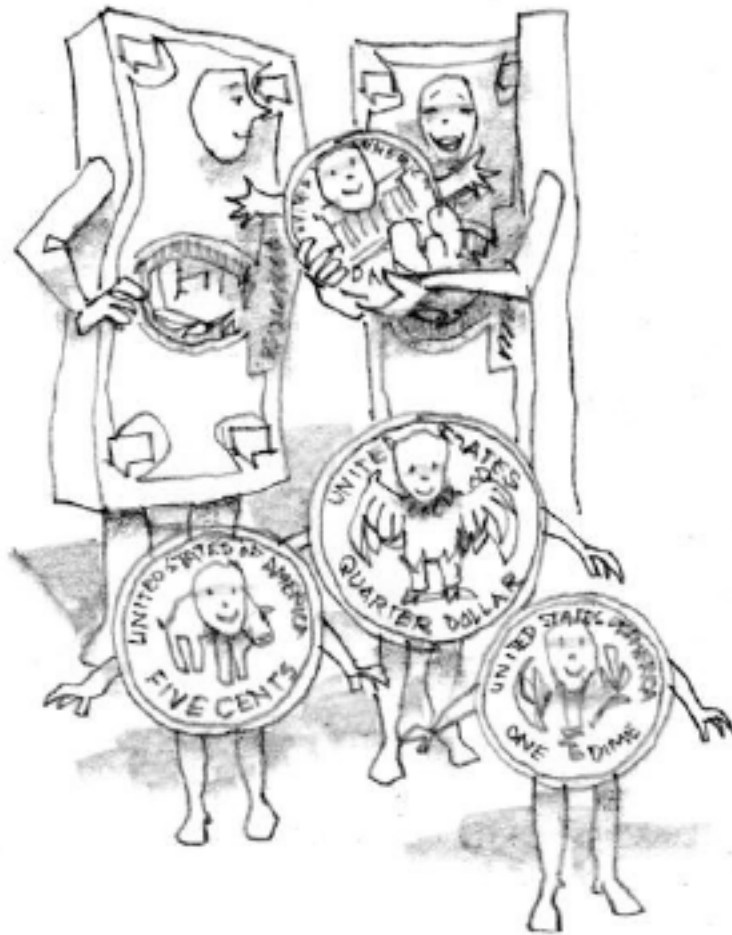


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MAKE MORE WITH AN INDEXED MONEY MARKET ACCOUNT THAT'S ALL ABOUT THE MONEY.

3.5% INTEREST RATE
GUARANTEED
FOR 90 DAYS.

2.76%* APY

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*Annual Percentage Yield. APY effective as of 07/21/05 and will be paid on eligible balance. An initial deposit of \$5,000 required using funds not already on deposit with us, and a minimum balance of \$5,000 must be maintained to obtain APY and to avoid a \$21 monthly service fee. Promotional interest rate is guaranteed for 90 days from the date account is opened. At the end of the guaranteed interest rate period, the interest rate will be the 13 Week T-Bill minus 0.75% adjusted weekly. This is a variable interest rate account and the interest rate may vary. This is a limited-time offer and can be changed or withdrawn at any time. As of 07/21/05, non-promotional balance tiers and corresponding APYs are: \$0.01-\$999.99 – 2.50%, \$1,000-\$4,999.99 – 2.50%, \$5,000-\$9,999.99 – 2.50%, \$10,000-\$24,999.99 – 2.50%, \$25,000-\$49,999.99 – 2.50%, \$50,000+ – 2.50%. Fees could reduce earnings. Federal regulation limits total transactions paid (excluding unlimited "over the counter" withdrawals) to six per statement cycle, of which three may be by check, draft or debit card. Excess transactions will result in a per-transaction fee and if repeated could cause the account to be changed to a non-interest bearing account. Susquehanna Bank, Member FDIC.



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