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**News Release:**

**Sherman Wins Visa Gift Card for Participating in  
Pathfinder Bank Customer Satisfaction Survey**

**OSWEGO, New York (March 15, 2010)** – Beth Sherman is the winner of a \$100 Visa Gift Card from Pathfinder Bank for completing a recent customer satisfaction survey, according to Melissa Miller, Senior Vice President/Chief Operating Officer of Pathfinder Bank.

The survey was mailed out to a random sample of Pathfinder Bank customers between November 12<sup>th</sup> and 17<sup>th</sup>, 2009. Over 700 surveys were completed and entered into a drawing for the gift card.

During 2009, Pathfinder Bank commissioned Research & Marketing Strategies, Inc. in Central New York to conduct a baseline survey among Pathfinder Bank's current customers to obtain primary research information regarding their satisfaction, loyalty and needs.

The completed surveys are currently being reviewed by Pathfinder Bank and are revealing answers in areas such as the customer's use of service distribution channels, use of different branches, use of varying services, and the satisfaction level regarding each.

“Pathfinder Bank cares about their customers and is always looking to make improvements based on the feedback we receive from customer satisfaction surveys,” said Miller. “Refining the customer experience and providing a more efficient method of service is what Pathfinder Bank is continuously aiming to achieve.”

Pathfinder Bank is a New York State chartered savings bank headquartered in Oswego, whose deposits are insured by the Federal Deposit Insurance Corporation. The Bank has seven full-service offices located in Oswego, Fulton, Mexico, Lacona, and Central Square.