

## DEAR VALUED CUSTOMER,

*During the course of the coming weeks, you will notice our fresh new look as you visit our banking centers, engage our bankers or explore our webpage.* We are excited to share with you, our valued customer, the meaning behind our bright colors, crisp modern logo and our refreshed messaging. But before we tell more about what we are changing, we want to address a few things that are not changing.

**First, our Ownership.** One of the hallmarks of our company throughout our 56-year history is our strong, consistent and independent ownership. In a world where banks are seemingly bought and sold every day, North Dallas Bank & Trust Co. has maintained the same name and same principal ownership since our founding in 1961. The stability of strong and consistent ownership remains a key ingredient in our formula for success.

**Second, our Mission.** Our bank was founded on the Core Values of Integrity, Service and Responsiveness, and we live out these values every day through serving you according to the standards of our Mission Statement. It remains our No. 1 goal to always provide excellent service and treat everyone with dignity, honor, and respect.

**Third, our Knowledgeable Bankers.** At North Dallas Bank we combine modern banking products and services with friendly, courteous and knowledgeable bankers that are always glad to see and to serve you. We believe that people make the difference and we are committed to deliver authentic intelligence every time we open our doors.

**So what's behind the bright crisp colors and the clean lines of our new modern logo?**

*Simply stated, we are launching a new look to underscore our commitment to providing you with the finest banking experience available today.* We believe this is best accomplished by combining modern technologies with a full menu of products and services that are consistently delivered by knowledgeable professionals.

At North Dallas Bank, we are passionate about helping all of our customers make better choices in banking and in life. We hope you like our new look and look forward to the exciting days that lie ahead at North Dallas Bank.

*Thank you for your trust and thank you again for choosing North Dallas Bank.*

