

Kennebunk Savings Launches Triple Play Mobile Banking Service from Clairmail



KENNEBUNK, Maine, June 27, 2011 — Kennebunk Savings announced the launch of its mobile banking service which will allow its online banking customers to use their smart phones to securely access their accounts to check balances, pay bills and transfer money. Customers will be able to choose up to three options as part of the mobile banking offering — Mobile Web, Text Banking and a mobile app for the iPhone® — providing them the flexibility to select the mobile banking services that work best for them.

“We know how busy our customers’ lives are and we wanted to give them one more convenient way to bank with us,” said Brad Paige, President and CEO, Kennebunk Savings Bank. “Our new mobile banking product offers a “triple play” of services to our customers, allowing them to conveniently and securely access their banking information from the palm of their hands. We’re convinced that once our customers try this technology they’ll love how effortless it is to stay up to date with their accounts.”

Customers can activate Kennebunk Savings’ mobile banking services by enrolling online at www.kennebunksavings.com, accessing our mobile website at m.kennebunksavings.com, or contacting Customer Care at 800-339-6573. Mobile web banking allows for quick and easy access to account information, mobile text banking allows customers to access account information via quick and convenient text messaging options, and customers with iPhones® can download the Kennebunk Savings Mobile App from the App Store at Apple to experience a full range of banking services using the phone’s built-in functions.

No matter which option a customer chooses to use for Kennebunk Savings mobile banking, they will have the ability to:

- Check balances and recent activity
- Pay bills
- Transfer funds between Kennebunk Savings accounts
- View recent and scheduled transfers and payments
- Receive account alert notifications
- Locate nearby ATMs and branch locations

To ensure a seamless customer experience, Kennebunk Savings partnered with Clairmail, a leading provider of mobile solutions for banking, payment and card services. Founded in 2004, ClairMail is headquartered in San Rafael, California and worked closely to help Kennebunk Savings develop the product for customer use.

“Mobile banking has a transformative effect on the way individuals can take control of their finances,” said Pete Daffern, CEO, Clairmail. “Kennebunk’s deployment of Clairmail’s solution will provide its customers with timely information and convenient access to their accounts, all from their mobile device. With a full range of mobile access options and abilities, Kennebunk is servicing the needs of their customers anywhere they are and anytime they need it.”

At Kennebunk Savings account security and protection is of the utmost importance and therefore has designed a number of built-in security features, which include: secure login with each mobile banking web browsing session, masked account numbers and data encryption – all wireless transactions are protected by SSL technology and session time out which helps to prevent unauthorized account access. Customers who would like more information on mobile banking can call 1-800-339-6573 or can log on to www.kennebunksavings.com.

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About Kennebunk Savings

Kennebunk Savings, an independent, mutual community bank and full-service financial institution founded in 1871, with \$800 million in assets. The Bank has fifteen branches in York County and Seacoast New Hampshire and employs more than 285 people. Through its Community Promise, Kennebunk Savings contributes each year 10 percent of its annual earnings to local charitable organizations with a focus on arts, culture, education, environment, human services and civic programs. For more information, visit: www.kennebunksavings.com.

About Clairmail

Clairmail is the leading provider of mobile solutions for banking, payment and card services. Clairmail provides a technology platform designed to help financial institutions realize the strategic potential of mobile banking, driving new levels of customer trust and loyalty, facilitating cross-sell opportunities and enabling near term, measurable cost savings. Financial institutions of all sizes now have an opportunity to reach 100% of their customer base and proactively deliver personalized content through multi-level alerting and triple-play convergence capabilities via a central customer interface. Clairmail's platform also offers multi-channel enrollment options to maximize mobile adoption and ROI, regardless of mobile device, carrier or back-end financial system. Founded in 2004, Clairmail is headquartered in San Rafael, Calif. For more information call (415) 884-7270 or www.clairmail.com.

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