

## First Bank & Trust Company and Mountain View Bank change names to Waypoint Bank

COZAD, Nebraska (October 10, 2017) - Family-owned, community-oriented First Bank & Trust Company and Mountain View Bank have announced a name change to Waypoint Bank effective October 10, 2017.

The rebranding brings name consistency for <u>all seven locations</u> including five Nebraska branches in Cozad, Cambridge, Clay Center, Eustis and Imperial (known as First Bank & Trust Company); one in Colorado Springs, Colorado (known as Mountain View Bank); and a Loan Production Office in Loveland, Colorado (known as Waypoint Bank). In conjunction with the bank, the name of First Financial Services will change to <u>Waypoint Financial</u>.

"While our name is changing, everything else is staying the same," stated Cozad-based Director, Al Svajgr. "You will still find the same employees and community focus as well as the great products and services we're known for."

The bank was originally chartered in 1883 as First Bank & Trust Company in Cozad, Nebraska and expanded over the years to other Nebraska communities. The current family ownership group has been a part of the Colorado Springs community since 1979, opening the Mountain View Bank branch in 2002.

"We have built a strong reputation with both individuals and businesses in the Colorado Springs area," said Market President, Bob Lucia. "Our new brand is designed to help overcome customer confusion by unifying bank locations under a common name. Waypoint Bank will continue to provide customized banking solutions for the client; no change there."

"There are many benefits to having one name for all of the bank locations. Our ultimate goal is to provide a focused banking experience designed for our customers," said President/CEO Kirk Riley. "You should soon start to see the name change on our buildings, advertising and banners throughout all of our communities."

The new name was inspired by the definition of waypoint—the chosen point one wants to find and arrive at with precision. According to Colorado Springs-based Vice President, Becky Akers, "It perfectly describes us. Waypoint Bank is where you take stock of your future and plot the next stage of your life with guidance from the people you know and trust."

The bank has launched a new website at <u>WaypointBank.com</u> which replaces previous sites for First Bank & Trust Company and Mountain View Bank.

Bank customers will not need to change anything on their accounts to continue with current services. Individual account numbers and the bank routing number will not change. In



addition, all checks, ATM/debit/credit cards are still effective and will be replaced at the time of expiration.

With seven locations in Nebraska and Colorado, Waypoint Bank is a family-owned, full-service bank with friendly, knowledgeable people who truly care for you and the community. Let Waypoint be your guide to financial success.