



[ESB Financial Announces Kasasa Launch in Emporia & Manhattan](#)

ESB Financial Introduces Kasasa, The Most Innovative Banking Products in the Country

Online PR News " 18-June-2010" Emporia & Manhattan, KS ESB Financial asks consumers, Do you Kasasa? as it becomes the first financial institution in Kansas to launch the countrys most innovative bank accounts. Kasasa is a new brand of free checking and savings accounts that pays consumers to use their account with what interests them mosthigh interest, automatic savings, money donated to charity, or free iTunes downloads. These accounts, combined with the personal service that only community financial institutions can deliver, are offering residents a better banking experience.

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Consumers deserve to get something back for entrusting their money with us, said Karen Sommers, Vice President of Marketing at ESB Financial. Kasasa delivers what research shows people really want but believe they cant havegreat banking products with the personal service of a community financial institution.

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ESB Financial is offering two Kasasa banking products, including Kasasa Cash and Kasasa Saver. All Kasasa products are free accounts, with no minimum balance, no monthly fees, free online banking and nationwide ATM fee refunds.

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Kasasa Cash - A free checking account that pays high interest in cash every month.

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Kasasa Saver - A high interest saver account linked to a Kasasa Cash checking account. The high interest and ATM fee refunds earned in the Kasasa Cash account are automatically deposited into the Kasasa Saver account each month. The balance in the Kasasa Saver account also earns a high rate of interest.

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And coming soon ESB Financial will be offering Kasasa Tunes and Kasasa Giving.

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To receive the Kasasa account benefits, account holders need to meet easy monthly qualifications, including receiving an e-statement, using a debit card and making an electronic transaction. If an account holder does not meet the qualifications in a given month, ESB Financial will alert the individual, who will be eligible the following month for the benefits.

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Extensive research has shown us that consumers would prefer to bank with community financial institutions, but feel they would lose access to products, continued Sommers. Kasasa is opening peoples eyes to a new

banking model where no sacrifices are necessary. Its a win-win because consumers get innovative products and personalized service.

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In 2009, Kasasa was piloted in six other markets across the U.S. In just the first two months of offering Kasasa, participating community financial institutions reported growth rates upwards of 150% on new account openings and 372% in deposits at institutions focused on deposit growth.

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Kasasa is being introduced with an aggressive, highly engaging marketing campaign. It comes to life through a fresh mix of eye-popping advertising. The ads feature Americas top slam poets
<https://www.kasasa.com/news-and-media/advertising> riffing lyrical threads around the theme of Do you Kasasa?

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Kasasa is distributed to ESB Financial from BancVue, the leading provider of innovative products, dynamic marketing, and data-driven consulting solutions to community financial institutions nationwide.

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For more information on Kasasa accounts consumers can visit ESB Financial - Manhattan 224 E Poyntz, 785.539.3553, ESB Financial - Emporia 801 Merchant & 1111 Industrial, 620-342.3454 or visit <https://www.kasasa.com/kasasa-providers>.

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Do you Kasasa?

Kasasa is the first national brand of the most innovative checking accounts available today. The accounts, offered exclusively by the finest community financial institutions, are designed to be the first and only accounts that actually take an interest in their account holders by paying them to use their account with what interests them most - high interest, automatic savings, money donated to charity or free iTunes downloads. Kasasa, developed and distributed by BancVue, marries innovative banking products with the personal touch of community financial institutions. For more information, visit <https://www.kasasa.com>.

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ESB Financial is a Member of FDIC and an Equal Housing Lender.

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