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Eastern Bank unveils marketing promotions tied to Boston Red Sox

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In support of its new sponsorship as the official bank of the Boston Red Sox television network, Eastern Bank unveiled three promotions designed to leverage its new association and give back to the community.

The promotions - which include a high-definition television sweepstakes prize and a season-long charitable program that benefits Boys & Girls Clubs - are now underway and continue throughout the season.

The promotions are part of a marketing effort that furthers last fall's "Teamwork" campaign, which highlighted Eastern Bank's ability to meet the varied needs of its customers through an array of banking, investment and insurance services.

"Eastern Bank is excited about the launch of this multifaceted marketing campaign, which includes television advertisements and strong, sustained promotional elements that will keep our brand 'top of mind' among consumers and businesses," said Richard E. Holbrook, chairman and CEO of Eastern Bank.

In December 2009, Eastern Bank and NESN announced the bank's exclusive deal to sponsor Red Sox baseball broadcasts on NESN during the 2010 season. The agreement provides Eastern Bank with full bank advertising exclusively in the Boston and Providence DMA's during all of NESN's spring training and regular season game coverage, as well as during NESN's one hour pre-game show, "Olympia Sports presents The Boston Globe Red Sox GameDay Live."

Boys & Girls Clubs program

For every Red Sox victory this season, Eastern Bank will donate \$500 to a specified Boys & Girls Club in its eastern Massachusetts footprint. Each Boys & Girls Club has been assigned a month and will collect \$500 each time the Red Sox win that month. The program will be featured with "live reads" from NESN's announcers during the 5th inning of every Red Sox game on NESN. The following Boys & Girls Clubs have been selected to participate:

April - Boys & Girls Clubs of Boston

May - Boys & Girls Club of Cape Cod

June - Boys & Girls Club of Lowell

July - Boys & Girls Clubs of MetroWest

August - Boys & Girls Club of Lynn and Boys & Girls Club of Greater Salem

September - Boys & Girls Club of Plymouth

Sweepstakes

Eastern Bank's "Home Team Sweepstakes" is an online sweepstakes that features three grand prizes that will be awarded throughout the summer. The sweepstakes website,

www.easternbanksweepstakes.com, launches on April 12. The sweepstakes prizes include:

"Big Season, Big TV" Sweepstakes prize (Entry period 4/12/10 - 5/24/10)

Enter for a chance to win the perfect game-day experience in your living room. Introducing Eastern Bank's "Big Season, Big TV" sweepstakes. You could watch baseball on NESN in high-definition all season-long on your brand new 52-inch HDTV. Sign up now for the ultimate gift for the ultimate sports fan.

"Two-Grand Slam" Sweepstakes prize (Entry period 5/25/10 - 7/5/10)

Enter for a chance to win a \$2,000 cash prize in Eastern Bank's "Two-Grand Slam" sweepstakes. Sign up now for a chance to win a big league pay day.

"Going, Going, Gone" Sweepstakes prize (Entry period 7/6/10 - 8/16/10)

Enter for a chance to win one pair of round-trip airfare tickets from Boston's Logan International Airport to anywhere in the continental United States with Eastern Bank's "Going, Going, Gone" sweepstakes. Visit your favorite ballpark. See an old friend. Do both! Sign up now for your chance to fly away, on us.

Olympia Sports promotion

Consumers using their Eastern Bank Debit MasterCard® after opening a new Eastern Bank checking account of their choice can receive an Olympia Sports gift certificate from the popular sporting goods retailer for up to \$125. Visit www.easternbank.com/checking for more details.

About Eastern Bank

Founded in 1818 and based in Boston, Eastern Bank is the largest independent and mutually owned bank in New England, with almost \$7.0 billion in assets and more than 80 branches serving communities from the Merrimack Valley to Cape Cod. Eastern Bank offers banking, investments and insurance all under one roof, and prides itself on working harder to understand its customers' needs so it can deliver these services in a committed and personal way. Eastern Bank includes Eastern Wealth Management, Eastern Insurance and Fantini & Gorga, a real estate advisory firm. For more information, visit www.easternbank.com.