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Salem Five opens boutique style branch at Burlington Mall

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Salem Five has opened a new location in the Burlington Mall, continuing its growth and featuring an innovative new store concept. Salem Five's boutique banking office concept combines an inviting environment and amenities to attract mall shoppers, deliver banking services and conversations in a streamlined way, and provide shoppers a spot to relax. Based on a design concept of "relax, refresh, reinvest," the new store will feature Salem Five's Take Five Lounge with big screen TVs showing sports and news, comfortable seating, refreshments and more - and, of course, great, innovative banking services.

The Burlington location will have non-traditional banking retail space, using a teller "pod" as opposed to traditional teller windows, a highly skilled team cross-trained so that a single point of contact can handle any customer need from complex banking needs to simply a making a deposit, and a host of self-service banking tools and technology important to mall shoppers on the go.

The Burlington Mall location is the bank's third mall-based store - others are located in the North Shore Mall in Peabody, Mass. and Square One Mall in Saugus, Mass. - and is the debut location for Salem Five's "boutique banking" concept. The new location opened September 30th.

"Salem Five strives to be where our customers need us to be geographically, and to deliver an environment that makes banking easy for them," said Joseph Gibbons, president and chief executive officer, Salem Five. "Our Burlington Mall office will be special, delivering an interactive, engaging form of banking in a service-focused, no-pressure atmosphere. Come in to unwind while shopping and chat about your financial needs and goals. Ask a banking question and check out the score of the game. Grab a coffee and see the latest mortgage rates. This will be the financial home for the mall and the greater Middlesex County community."

Since 2007, Salem Five has opened new offices in Beverly Farms, Reading, Stoneham, Sudbury and Woburn, and added a second location in Lynn, bucking the trend of bank branch closings by continuing its investment in new offices to better serve its communities.

About Salem Five

Salem Five (salemfive.com) believes better banking starts with listening. A mutual institution founded in 1855, Salem Five designs and delivers sophisticated retail and commercial banking products and services coupled with smart technology. The first bank in the country to offer online banking, Salem Five continues to innovate, providing banking access wherever its customers need it: online, mobile, ATMs, offices, phone, email and more. Salem Five is one of the largest Massachusetts-headquartered banks with \$2.8 billion in assets, and has 23 retail branches. Salem Five Mortgage Company finances more homes than any other Massachusetts bank, and has offices throughout Massachusetts, Maine and Rhode Island. Salem Five Investment Services offers financial and retirement planning, portfolio review and money management with a focus on

retirement income. Salem Five Insurance Agency provides personal and commercial insurance. Deposits are insured through the FDIC and DIF.

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