

bank notes



a quarterly newsletter of what matters most.  SALISBURY BANK | enriching.

In this Issue:

- from the ceo | bank outside the bank
- | giving back: women's support services |
- how not to get hooked by a phishing scam
- | june is national home ownership month!

bank outside the bank

www.salisburybank.com

from the CEO



CEO, John F. Perotti

After the long cold winter, seeing the first bulbs burst into bloom is positively inspiring. Spring is a time of optimism and renewal, a chance to look forward to the joys of summer.

There's no question that it's been a difficult time for many investors, culminating with the recent takeover of Bear Sterns. This has caused some concern among people who wonder about the differences between "banks."

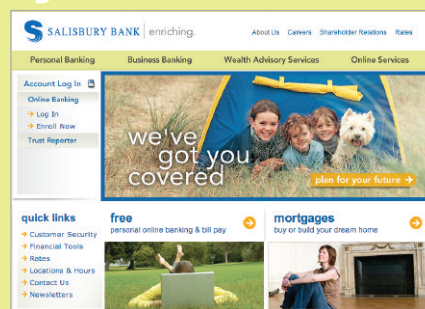
Investment banks like Bear Stearns are actually very different from commercial banks and thrifts. Their primary purpose is to facilitate the sale of stocks and bonds, operating as advisers and agents for companies that want to raise capital, often by issuing stock or other securities. Commercial banks such as Salisbury Bank, on the other hand, accept deposits from consumers and businesses. These deposits are insured by the FDIC. To get this protection, we follow strict regulations based on a standard of safety and soundness.

continued on next page

We've just celebrated the unveiling of the brand new face of www.salisburybank.com! And by brand new, you'll be greeted by our new "enriching" brand as well as the ultimate features and benefits to make your Salisbury Bank online experience more... well, more enriching than ever.

To enjoy the best of Salisbury Bank products and services 24/7, take a test drive. You'll find the user friendly navigation makes it easy to find what you're looking for. Notice the simple and secure log in and navigation for e-banking and Trust Reporter, as well as quick links to branch locations, newsletters, rates, customer security, financial tools and more.

New names, even better service. As one of the largest components in our quest for convenience, the ultimate opportunity will debut in the form of a new and improved e-banking experience. To begin with we are re-branding our product names to better reflect our e-banking initiative. *See chart below*



Brand new "face" of www.salisburybank.com.

e-banking. Better than ever. We've taken what many of you have already been enjoying in online banking and will be making it even better starting in May when we upgrade our personal and business e-banking services.

Starting in May, look for:

- brand new cleaner, upgraded look
- easier navigation
- upgraded features like streamlined options for creating payees
- business e-banking customers will have easier access to cash management features

Salisbury Bank e-banking		
New Name for the Salisbury Bank Brand product/service	Names Salisbury Bank has used for this product/service in the past	Other Generic Names for the product/service
personal e-banking	Personal Online Banking, NetTeller, SBTNet	Internet Banking, Web Banking
e-pay	SBT Pay	Online Bill Pay, Electronic Bill Pay
e-statements	NEW	Electronic or Online Statements
business e-banking	Business Online Banking, SBT Online Business Banking	Business Internet Banking, Business Web Banking, Internet or Web-based Cash Management
business e-deposit	NEW	Remote Deposit Capture, Merchant Capture

continued on next page

from the ceo *bank outside the bank... cont.*

continued from cover

According to the American Bankers Association, commercial banks are actually very safe places to keep your deposits. As a group, we have a large buffer of capital, meaning there are enough assets to weather downturns and fluctuations in the economy. In fact, bank capitalization levels are higher than ever before. Federal regulation and supervision of banks is also at an all-time high – laws adopted since 1991 have strengthened oversight, focusing on intelligent risk management.

Banks like Salisbury Bank play an integral role in the local economy, providing much needed loans, deposit products and other financial services. Like the vast majority of banks, we've been doing this for decades, and plan to serve you for many more.

Looking to the future brings me to an exciting development that is covered in this issue of Bank Notes: the unveiling of our new e-banking products and services, which will bring you new levels of convenience and safety. I say this with confidence because I use them myself. You'll also want to check out our piece on phishing and find out how to take steps to safeguard your identity and assets.

Finally, I'd like to point out that June is National Home Ownership Month. If you're considering making the first leap into your own home, be sure to check out our first-time homebuyer loans – outlined on page 4.

*Now, enough reading.
Get outside and enjoy the
beautiful spring weather.
You deserve it!*

– John F. Perotti,
Chairman and CEO



www.salisburybank.com
announcing two NEW e-banking products!

NEW: e-statements

Whether for personal or business accounts, e-banking customers can now sign up to have monthly account statements available electronically, in the form of e-statements. They look just like paper statements and can be downloaded or printed.

Get your statements faster. As soon as your statement is ready, Salisbury Bank will let you know by email. There's no mailing delay waiting for the post office to deliver your statement.

Reduce paper clutter. Save paper and space. Monthly e-statements, including images of your checks, are available right in e-banking.

Avoid mail fraud and mail theft. Your information is secure. Only you know the correct user name and password to access your account information and e-statements.



Get your statements faster. Save paper and space.

Go e and go green. e-statements cut down on paper use and help protect the environment!

Easy to retrieve. You can retrieve and download your statements for up to 60 days.

Easy to sign up. Simply log on to e-banking and then click on the e-statements tab. Then follow the prompts.

NEW: business e-deposit

Business e-deposit is a new service that allows you to make deposits and process payments directly from the convenience of your office! Using a compact scanner, the checks you scan are transmitted electronically to Salisbury Bank for deposit into your business account.

Make deposits any time. Enjoy the convenience of transmitting deposits 24/7.

Save time and money. Make fewer trips to the bank.

Manage your account more efficiently. Check images are maintained and stored for easy access. Access a variety of useful reports to efficiently manage your business finances.

Streamline your cash flow. You can consolidate deposits from multiple remote locations into a single account.



It's like having a 24-hour bank teller on your desk.

Reduce risk of check fraud. Faster clearing means you will receive quicker notice of returned items, increasing your ability to collect.

Safe and secure. Salisbury Bank's business e-deposit uses the latest, most stringent security features to ensure your account is protected.

How to get started. Contact your local Branch Manager or call 860.435.9801 or 800.222.9801. We will be happy to assist you with the necessary paperwork and application.

giving back

Salisbury Bank takes its role as a good corporate citizen very much to heart and lends financial support to many worthy non-profit organizations in our area. In each issue we will highlight one of them.

Located in the affluent Connecticut town of Sharon, Women's Support Services (WSS) offers a wide range of services for victims of domestic violence and abuse in such picturesque towns as Canaan, Cornwall, Kent, North Canaan, Salisbury and Sharon, as well as nearby communities in New York and Massachusetts. But its director, Judy Sheridan, is quick to point out that the area's idyllic and upscale appearance can be misleading. In fact, due to issues of isolation, rural communities experience more domestic violence than urban areas.

When the non-profit agency was founded 27 years ago by a group of local women, there was no state or federal funding for domestic violence services, so it was conceived as a volunteer organization that would offer its services free of charge. Women's Support Services maintains a strong community connection, counting on the support of trained volunteers on its 24-hour hotline, as well as its board of directors.

In all, the agency works with 600 to 700 people a year, sometimes more, offering an impressive list of services. First and foremost is the hotline, staffed round the clock, which people can call for any reason. WSS also provides emergency shelter, counseling and safety planning, which Judy Sheridan terms "critical." Other services include advocacy, and referral to agencies such as the Department of Social Services.

Most of all, Women's Support Services asks people to join in adding their voices against abuse. The group feels that education is a critical first-line component of this effort. "We run support groups and educational groups, all focused on helping people understand what healthy relationships are and how to move forward with their lives,"

Judy explains. "While of course we realize the ongoing need to meet emergency needs, this agency has a mission of trying to eliminate violence before it can happen. We are in all the local schools, working on graduated, age-appropriate curricula on healthy relationships, conflict resolution, anti-bullying, and more."

Transportation is another vital service provided to clients, who might otherwise be unable to get out of an abusive situation. In a unique

program, the Agency accepts donations of used cars, and provides

them to clients in need of personal transportation, which has been, in Judy's words, "a really successful program."

A long time customer of Salisbury Bank, Women's Support Services also turns to the bank for underwriting events, and Salisbury Bank V.P. Lana Morrison sits on the agency's Board of Directors. "They have been really good partners," Judy says. "We really have appreciated their partnership over the years."

To find out more about the work of this organization, visit the web: wssdv.org
Anyone interested in volunteering on the hotline or making a donation to Women's Support Services can call their office at 860-364-1080 or email Judy Sheridan at judy.wss@snet.net. The hotline number is 860-364-1900. All WSS services are free of charge and totally confidential.



How Not to Get Hooked by a "Phishing" Scam

"During our regular verification of accounts, we couldn't verify your information. Please click here to update and verify your information."

"Your account has been frozen. To reactivate your account, immediately call this toll free number to reactivate your account."

Have you received an email like this? It's a scam called "phishing" — and it involves Internet fraudsters who send spam or pop-up messages to obtain personal information from unsuspecting victims.

According to OnGuardOnline.gov, phishers send an email or pop-up message that claims to be from a business or organization that you may deal with — for example, an Internet Service Provider (ISP), bank, online payment service, or even a government agency. The message may ask you to "update," "validate," or "confirm" your account information. Some phishing emails threaten a dire consequence if you don't respond. The messages direct you to a website or telephone number that appears to belong to a legitimate organization, but is not. The website or telephone contact's sole purpose is to trick you into divulging your personal information so the operators can steal your identity and run up bills or commit crimes in your name.

OnGuard Online suggests these tips to help you avoid getting hooked by a phishing scam:

- If you get an email or pop-up message that asks for personal or financial information, do not reply. And don't click on the link in the message or call the telephone number, either. If you are concerned about your account, contact the organization mentioned in the email using a telephone number you know to be genuine.
- Use anti-virus software and a firewall, and keep them up to date.
- Don't email personal or financial information. Email is not a secure method of transmitting personal information. Please Note: You may contact Salisbury Bank via secure email in two ways:
 1. Log on to our e-banking service and click on the Contact tab, then click on Add Message.
 2. Use our secure Contact Us form on www.salisburybank.com.

continued on next page

How Not to Get Hooked by a "Phishing" Scam

- Review credit card and bank account statements as soon as you receive them to check for unauthorized charges.
- Be cautious about opening any attachment or downloading any files from emails you receive, regardless of who sent them. These files can contain viruses or other software that can weaken your computer's security.
- Forward spam that is phishing for information to spam@uce.gov and to the company, bank, or organization impersonated in the phishing email.
- If you believe you've been scammed, file your complaint at www.ftc.gov, and then visit the Federal Trade Commission's Identity Theft website at ftc.gov/idtheft. Victims of phishing can become victims of identity theft.
- Learn other ways to avoid email scams and deal with deceptive spam at ftc.gov/spam and OnGuardOnline.gov.

OnGuardOnline.gov provides practical tips from the federal government and the technology industry to help you be on guard against Internet fraud, secure your computer, and protect your personal information.

June is National HOME Ownership Month!

ARE YOU READY?

There are few things more emblematic of the American Dream than the desire to own your own home. With good reason.

You have the satisfaction of putting money into your own pockets each month instead of a landlord's, and the security of knowing that historically, property values have appreciated over time.

Beyond pride of ownership, you get the freedom and flexibility to make changes and alterations to your home without having to worry about the landlord while enjoying the pleasure of knowing you're improving the value of your investment.

There are also significant tax benefits. Not only is mortgage interest deductible, property taxes on a primary residence are also deductible.

Salisbury Bank Welcomes First-Time Homebuyers

While owning a home may be a dream, sometimes surmounting the hurdles of actually purchasing it may be a little bit of a nightmare. At Salisbury Bank, our Mortgage Advisors go above and beyond to help first-time buyers be prepared and find financing options that are sensible and affordable. We know the local real estate market, and we'll work with you from the application process all the way through closing to make your dreams a reality.

Welcome Home!

A perfect example of Salisbury Bank's helping hand is our Welcome Home! First Mortgage, a program designed specifically for people buying their first home*. The program offers a fixed rate mortgage with a preferred rate and discounted closing costs – and to help make the process even sweeter, Salisbury Bank will waive our processing fee. We can pre-qualify you in minutes, and guide you through the whole process.

For more information about mortgage options, call Amy Raymond, VP Mortgage Origination, at 860-435-9801 x 1027.

* A buyer who has never owned a residence previously or has not owned a home in the last three years.

You're ready to own your first home ... now what?

- Get your "credit" house in order. Probably the most important determination of whether you will be able to afford your new home is a good credit history, documenting that you pay your bills on time. Get a free copy of your credit report online from www.annualcreditreport.com and clear up any problems before you start looking at homes.
- Talk to a mortgage professional. The experts at Salisbury Bank can help you sift through different financing options and figure out what makes the most sense for you.

Salisbury Bank and Trust Company (the Bank) has provided the websites listed in this newsletter solely for your convenience, but we are not responsible for the content, links, privacy policies or security policies of these websites and do not imply any endorsement of or responsibility for the opinions, ideas, products, information or services offered at such sites, or any representation regarding the content at such sites. The Bank makes no warranties, either expressed or implied, concerning the content of such sites, including the accuracy, completeness, reliability or suitability thereof for any particular purpose, nor does the Bank warrant that such site or content is free from any claims of copyright, trademark or other infringement of the rights of third parties or that such site or content is devoid of viruses or other contamination.

for additional information visit www.salisburybank.com

24/7
access your account
anytime from
anywhere


ATMs at all offices: 24 hours


e-banking and e-pay:
www.salisburybank.com

bank-by-phone: 1-877-728-1212

Bank Notes welcomes reader comments. Please call John F. Perotti, CEO, at 860-435-9801 or email jp@salisburybank.com or write to him in care of Salisbury Bank, P.O. Box 1868, Lakeville, CT 06039-1868.

Volume 14, No. 4

 Printed on Recycled Paper

 Equal Housing Lender

Member FDIC

Lakeville | 5 Bissell Street • Salisbury | 18 Main Street • Sharon | 29 Low Road • Canaan | 100 Main Street • Sheffield | 73 Main Street
South Egremont | 51 Main Street • Dover Plains | 5 Dover Village Plaza • Salisbury Trust Wealth Advisory Services | 19 Bissell Street, Lakeville

860.435.9801 | 800.222.9801 | Bank-by-Phone 1.877.728.1212 | www.salisburybank.com