

PeoplesBank Appoints Jeffrey Kerr As Assistant Vice President



HOLYOKE, MA (April 7, 2010) PeoplesBank has announced the appointment of Jeffrey A. Kerr as Assistant Vice President, Retail Marketing. Mr. Kerr joins PeoplesBank with over 20 years of banking and marketing experience. He previously served as a Director of Agency Marketing for MassMutual Financial Group.

A resident of Monson, Mr. Kerr is pursuing a Masters of Education from American International College in Springfield, MA and holds a Bachelor of Science from the Massachusetts College of Liberal Arts in North Adams, MA.

Now celebrating its 125th anniversary, [PeoplesBank](#) is the largest mutually chartered bank in Western Massachusetts and is a leader in green values, sustainable energy financing, and charitable giving. Founded in 1885, the bank takes its responsibility to the environment seriously and has financed more than \$35 million in wind, hydroelectric, and solar energy projects in recent years. In addition to its LEED Registered office in Springfield, PeoplesBank will build Green offices in Northampton and West Springfield over the next two years.

###

For Immediate Release

For More Information, Please Contact:

Susan B. Wilson, Vice President of Marketing
(413) 493-7592; swilson@bankatpeoples.com