



## FOR IMMEDIATE RELEASE

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### **Seroka Retained by InvestorsBank for Communications Initiatives**

**Waukesha, Wis., December 10, 2009** – Seroka, a full-service marketing and public relations firm that serves a nationwide client base, announced today it has been retained by InvestorsBank, an independent, privately owned financial institution based in Waukesha, Wis., to enhance the bank’s communications initiatives.

“As the banking industry continues to recover from a variety of challenges, InvestorsBank is in an ideal position to launch an aggressive communications strategy that will help attract new clients and gain an edge over our competition,” said Dick Hensley, Chief Executive Officer at InvestorsBank. “Our partnership with Seroka will provide us access to marketing and PR professionals who not only know and understand our business, but can also work with us to achieve our overall company goals.”

Seroka has developed a public relations strategy for InvestorsBank that will position the bank as a trusted advisor to entrepreneurial business owners and a leader in private banking.

“InvestorsBank was looking to brand itself as a financial institution that provides its clients with a unique ‘boutique’ approach to customer service not commonly found in banking these days,” said Pat Seroka, President and CEO at Seroka. “The plan we’ve developed leverages their private banking expertise and also showcases the entrepreneurial spirit that is at the heart of InvestorsBank and its clients.”

InvestorsBank is dedicated to providing best-in-class service to businesses throughout southeastern Wisconsin. The bank recently launched a new Private Banking Suite of financial services and specializes in delivering products and services that help build and preserve wealth.

#### **About Seroka**

Headquartered in Waukesha, Wis., with an office in Los Angeles, Calif., Seroka is a full-service branding, marketing, public relations, strategic planning and advertising firm that serves a nationwide client base. For more information, call 262-523-3740 or visit [www.seroka.com](http://www.seroka.com).

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