

FOR IMMEDIATE RELEASE

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First National Bank of Waseca is now Keen Bank

September 24, 2022 (Waseca, MN) — First National Bank has rebranded and effective September 24, 2022 will operate as Keen Bank. This change is to uniquely identify the organization and provide an opportunity to singularly own their name and eliminate confusion in the marketplace surrounding multiple banks names First National.

“We are so excited to introduce Keen Bank to our customers and community and make this change to better represent who we are today,” said CEO and Director Bernie Gaytko. “Serving our community with local and engaged ownership is what has set us apart from the other financial institutions for over a hundred years, and this is at the core of who we are and what we do. Rest assured, this will not change. We are not being sold or acquired. Our board of directors and staff will remain the same. We are simply going to operate under a new name with a fresh, energetic look.”

The rebrand will strengthen the investment of the bank’s infrastructure, technology and people to bring customers and the market an optimal banking experience.

The word Keen portrays enthusiasm, intelligence, perceptiveness and the ability to think clearly—all critical attributes for a bank and its team. Keen Bank encapsulates the value to customers. The logo is fresh, clean and happy. The icon exhibits energy, support and comfort. It speaks to how the organization protects and guides customers standing at their side today and tomorrow.

For more information visit keen.bank or call 507.835.2740.

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About Keen Bank

Keen Bank is a local, family-owned and managed bank that has been proudly serving southern Minnesota since 1874 with three locations in Waseca, Hope and Ellendale, MN. Their commitment to customers, responsiveness to find solutions and genuine willingness to help is the makeup of their organization. Keen Bank meets the needs of customers while maintaining the personal aspects of service that are synonymous with community banking. For more information visit keen.bank. Member FDIC