

## FOR IMMEDIATE RELEASE

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# Pioneer Bank Announces Rebrand with a Fresh, Bright Approach

North Mankato, MN (May 1, 2018) – Pioneer Bank has revealed a fresh brand which includes a new logo to modernize and evolve the company’s image to match their drive and dedication to customer’s financial success and well-being.

“We are not changing our approach or the product and services we provide to our customers,” said David Krause, CEO of Pioneer Bank. “We believe that it is important for our brand and positioning to effectively communicate our innovative, responsive nature. For over 100 years, we have put our commitment to our customers and the vitality of our communities first. This is still the foundation of our company and its future. We are excited to transition into our new look over the coming months.”

Pioneer Bank celebrates their strong roots in the region’s rich, agricultural history with a progressive, powerful new logo and brand. The logo’s movement speaks to the ceaseless passion for providing proactive, innovative services and solutions. Its boldness reinforces the strength and reliability that comes with the financial well-being that valued customers and clients experience. Also included in the rebrand is a newly designed website that will launch early next week.

Pioneer Bank remains deeply invested in the prosperity of their communities and southern Minnesota. Their experience and commitment are unmatched, powered by resourcefulness in finding their customer’s customized solutions and valuable tools for personal banking, business banking and agribusiness banking success.

For more information about Pioneer Bank’s rebrand, please stop in at one of their locations or visit [www.bankwithpioneer.com](http://www.bankwithpioneer.com).

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### **About Pioneer Bank**

Pioneer Bank is a community bank with seven locations throughout southern Minnesota including Mankato, North Mankato, St. James, Madelia, Mapleton, Lewisville and Lake Crystal. Pioneer Bank offers expertise in personal, business and agribusiness banking with bankers and staff that provide experience that is unparalleled. Pioneer Bank is very active in the communities they serve and was a finalist in 2016 and 2017 for the Extraordinary Banking Award, a national organization that marks the excellence for the best banks in America. Member FDIC.