

NEWS RELEASE

For Immediate Release

**Walden Federal
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Thomas Gibney, President**

Walden Federal to Give Free Samples

**They didn't believe it at the bank's Monroe ShopRite branch,
*but it's true!***

March 5, 2007 – Walden, NY – Walden Federal's "Free Sample" promotion will kick off in all five Walden Federal branches on Tuesday, March 27 and run through Saturday, March 31. During that week, visitors to any Walden Federal branch will have the opportunity to receive one brand new \$1 bill. The amount of dollar bills given away grows each day, cumulating with the largest amount on the 31st. The time of day that the giveaway begins varies each day.

"We ran this promotion in our Monroe ShopRite branch in January and many people didn't believe it!" stated Thomas Gibney, President. "But it's true! Our employees are often asked if 'they give samples' and we can finally answer 'yes!' to that question. This program is sure to surprise and delight community members as they are delighted by the service they receive as a Walden Federal customer. We welcome everyone in the communities we serve to participate."

People who receive a dollar bill record the bill's serial number on a two-part ticket in the branch. The part with the serial number is entered into the bank's Free Sample Grand Prize drawing for a \$500

gift card. People who come to the branch at a time when the dollar bills are not available or have run out for the day can fill out a "second chance" ticket and enter the bank's Free Sample Second Chance drawing for a \$100 gift card.

Bugs Bunny, the mascot of Walden Federal's Looney Tunes Children's Savings Club will visit each branch during the week to greet and entertain the children. Light refreshments will be served all week.

The daily times of the dollar bill giveaway will be posted at each branch. On Monday, April 2, the winning bill's serial number is drawn and winners of both drawings will be notified. The winner has one week to present the dollar bill with the winning serial number at the branch to claim the Grand Prize. Full details about the promotion are available at all Walden Federal branches.

Walden Federal maintains five full-service branches including Walden, Montgomery, Otisville, inside the Wal-Mart Super Center in Monroe and inside the ShopRite in Monroe. Walden Federal's Mortgage and Loan Center is located at 74 West Main St, Walden and its Commercial Loan Annex is located at 8 Main St, Walden.

Walden Federal continues to prosper and grow as it enters its 88th year of service to the community. For more information, visit www.WaldenFederal.com or call 845-778-2171.

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