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**For Immediate Release
Photo by The Inter-Mountain**

Citizens Bank of West Virginia announced that Becky Poe of Belington, WV was a winner in their bill pay sweepstakes and will receive a \$500 Amazon gift code. Citizens Bank customers automatically received one sweepstakes entry for every online bill paid and each eBill they signed up for through the Bank's bill pay service during the promotion.

"I am a huge fan of Citizens Bank's online bill pay service," said Becky Poe. "I've been paying all my bills online for over four years and have saved so much time and postage - plus it's environmentally friendly as I've really reduced the paper used. I now only write four or five checks a month, and four of those are to my church. I plan to even start tithing using bill pay so that I'll be down to just one check a month. If you're not using online bill pay, I highly encourage you to start!"

Online bill pay can help you manage your bills without having to worry about paper bills and checks. It allows you to pay bills, review payment history and pending bill payments as well as receive e-Bills (electronic bills) and all your payment information is kept which saves you time and money – no more writing checks or buying stamps; no rushing to the post office to mail your bills and worrying about late fees. Bill pay lets you pay your bills when it is convenient for you anytime, anywhere you have access to the Internet.

"Citizens Bank was excited to get the news of Becky winning a \$500 prize and pleased to present her Amazon spending code to her," stated Sherri Marsteller, Senior Vice President & Chief Operating Officer. "Citizens currently has thousands of customers taking advantage of our free online banking services. Online banking and bill pay is safe and secure as we utilize several layers of technology to ensure the security of our customers' transactions on the Internet."

Citizens teamed up with its online bill pay vendor to offer their customers the opportunity to participate in the national online bill pay sweepstakes which awarded a \$5,000 grand prize, a \$1,000 get organized packed first prize and \$500 Amazon gift code second prize. The "*Online Bill Pay. A Better Way to Receive and Pay Your Bills.*" campaign had strong results for the bank; the sweepstakes was also promoted via the Bank website and other marketing channels with a surge in new online bill pay enrollees during the two-month period.

"Online bill paying and paperless billing options are quickly catching on across all demographics and is a trend in the banking industry," further commented Marsteller. "There's obvious cost savings with postage and checks, and it truly is a substantial time saver. In addition, you don't

have mounting bills sitting on your kitchen table; instead your bills are stored neatly online in one payment center on your online banking site.”

For additional information about online banking and bill pay services, log on to www.citizenswv.com. Citizens Bank of West Virginia offers full service banking, trust and brokerage services in four locations including Elkins, Parsons, Beverly and Snowshoe.