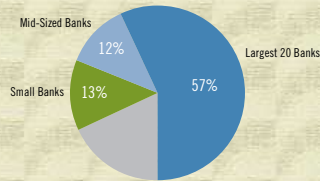
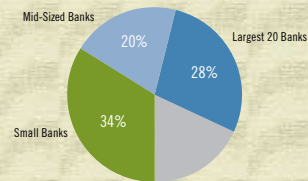


MOVE YOUR MONEY

Share of Bank Deposits



Share of Small Business Lending



Across the nation, individuals, businesses and governments are choosing to put their dollars with banks they can trust. Locally owned banks and credit unions often operate via personal relationships, charge lower fees, offer the same modern services and are more likely to lend to local businesses, nonprofits and entrepreneurs.

A recent survey found that nearly 1 in 10 Americans had moved at least some of their banking business from large to small banks since 2008. Is it time for you to join us in the movement? If so, you might want to start with East Cambridge Savings Bank. Located at 285 Highland Avenue, the Bank has been a trusted financial banking center in Somerville for over 30 years. In looking for local banking options, East Cambridge Savings Bank stood out with its complete range of business banking services from Online Banking to Remote Deposit Capture to SBA Lending to Term Loans. More importantly, East Cambridge Savings Bank has a longstanding commitment to delivering personalized customer service and lending money to local businesses, nonprofits and entrepreneurs.

To learn more about moving your money to a reputable bank located right in your backyard, visit East Cambridge Savings Bank online at www.ecsb.com/stability or call them today at 1.866.354.3272.

Graph courtesy of the New Rules Project. For more data and analysis on the importance of local banks and credit unions, visit newrules.org/banking.
Small Banks - Less than \$1 billion in assets. Mid-sized - \$1-10 billion in assets

A LOCAL'S GUIDE TO SOMERVILLE



Somerville Local First (www.somervillelocalfirst.org) included a Move Your Money message on the back cover of its guide to local businesses, 10,000 copies of which will be distributed in Somerville, Massachusetts.