

## Umpqua Bank Advances Retail Focus With New Summer Sale

by Bend Weekly News Sources

“Summer Swarm” Sale Expands Umpqua Experience With Lifestyle Products Including Mobile Phones and Vacation Packages Umpqua Bank, a pioneer of the retail banking model, recently announced a new take on its annual summer sale, "Summer Swarm," which began July 31 and ends August 31. With inviting comfortable stores, in-store events like yoga classes and movie nights, offerings of outstanding music from local artists and world-class customer service from Ritz Carlton trained associates, Umpqua has made banking a lifestyle choice. And this year's "Summer Swarm" provides new and existing customers with high-value products such as mobile phones, Caribbean cruise packages and Disney vacations that enhance that lifestyle.

Umpqua Bank, Century Drive Store "Creating compelling, valuable experiences for consumers is an essential part of Umpqua's strategy," said Lani Hayward, executive vice president, creative strategies, for Umpqua Bank. "As a result, our customers expect more from Umpqua - they use our stores as places to browse, listen to music, enjoy a cup of coffee, and yes, bank. Our sale is another opportunity for Umpqua to surprise and delight our customers with distinctive products and unique experiences." Summer Swarm items for personal banking customers include: A Motorola Razr phone provided by T-Mobile. A Carnival cruise for two people, including five days and four nights to either the Western Caribbean, Bahamas or Southern California. A three day, two night trip for four people to Disneyworld or Disneyland. Business banking customers will receive a Blackberry mobile device and service packages from T-Mobile. For both consumers and businesses, giveaways are based on opening a free checking account, enrolling in online Bill Pay and adding other types of accounts or services. In addition, existing Umpqua customers will be entered into a drawing in each store for a Carnival cruise; current customers who open an additional account will receive a Motorola Razr phone or Blackberry. These promotions are subject to applicable regulations, rules, and restrictions.