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Bank of Cleveland Achieves Rivel Bank Excellence Award

Cleveland, Tennessee; October 19, 2022;

Bank of Cleveland was recently named a Rivel Banking Excellence Award winner, achieving the top 10 in East Tennessee for market performance, growth and awareness.

Rivel Banking Research conducts over 300,000 interviews twice a year across 26 states. The firm tracks brand awareness and consideration with local market data retrieved from the interviews. The results for Tennessee were released recently in the Tennessee Bankers Magazine September/October 2022 Edition and on social media.

Bank of Cleveland has received many accolades for its

performance throughout the years on the national, state and local level. For more information, visit

www.bankofcleveland.com.

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Rivel Banking Excellence Awards
Tennessee Top Marketing Performers*

Banks listed below are the Top Ten in each region with the strongest improvement in Awareness and Consideration among prospects (non-customers) from Q1 2021 to Q1 2022. The results are based on 9,962 objective interviews with Tennessee households across the state, part of Rivel's biannual Banking Research.

WEST	MIDDLE	EAST
<ul style="list-style-type: none"> Bank of Bartlett Bank of Ripley BankTennessee Carroll Bank & Trust Centennial Bank Independent Bank INSOUTH Bank Security Bank and Trust Company The Bank of Jackson The Hardin County Bank 	<ul style="list-style-type: none"> Bank of Dickson Citizens Tri-County Bank Cumberland Bank & Trust First Farmers Bank First Federal Bank Macon Bank and Trust Company The Farmers Bank Traders Bank (div. of Citizens Bank) TriStar Bank Wilson Bank & Trust 	<ul style="list-style-type: none"> Bank of Cleveland Bank of Tennessee CBBC Bank First Century Bank First National Bank of Oneida Heritage Community Bank Newport Federal Bank One Bank of Tennessee Peoples Bank of the South SmartBank

For similar marketing data on any bank in Tennessee, contact mirandi@rivel.com.
*Rivel is an Associate Member of the Tennessee Bankers Association.

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BANKING BENCHMARKS

