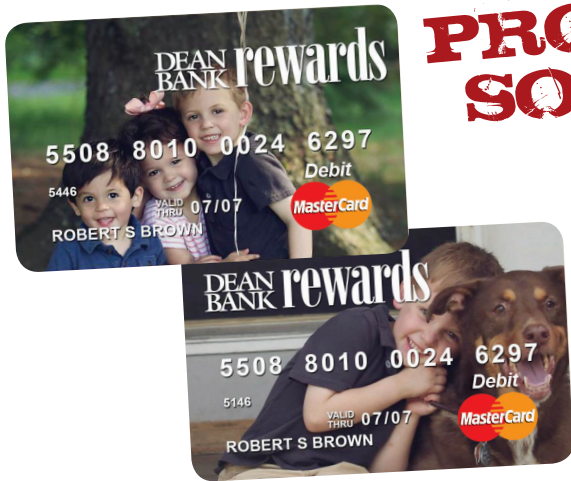


I want my own photo on my debit card!

PROBLEM SOLVED.



It's My Debit Card from my bank... Dean Bank!

Free with any checking account. QUICK ISSUE within 24 hours*. At Dean Bank, it's not just customized. It's personalized. Create your own unique debit card that's all your own. Whether it's a photo of your kids, your pets or what makes you one of a kind. *It's My Debit Card* from Dean Bank lets you stay close to what's important to you!

At Dean Bank, choosing a personalized debit card is so easy!

TO GET STARTED:

Stop in any one of our 4 conveniently located branches and speak with any of our branch staff. Choose your own personal photo – maybe a photo of your children, pet or favorite place.

FOR BEST RESULTS, THE PHOTO MUST:

1. Follow the Dean Bank image guidelines (see below and our Custom Image Guidelines & Requirements)
2. File format must be .jpg (jpeg) or .bmp (bitmap)
3. Orientation – the photo must be horizontal or landscape
4. The dimensions must be a minimum of 640 x 480 pixels
5. The full size of the photo cannot exceed 4 MB or 4,000 KB

Also, please know that the Dean Bank logo, card number, card owner name, date of expiration and Debit MasterCard® logo will be printed over your photo (as shown above)

THEN JUST FOLLOW THESE SIMPLE EMAIL INSTRUCTIONS:

1. Email the photo **as an attachment** to:
cards@deanbank.com
2. Email subject line should read:
New Card Request
3. Email should include:
 - Your Name
 - Last four digits of your checking account number
 - A daytime telephone number we can reach you at

If you have any questions, just give us a call! (508) 528-0088

That's it! It's that easy!

Have fun choosing the photo for your Dean Bank *It's My Debit Card*, personalized just for you!

* 24 hour debit card issue valid only during normal business hours Monday-Thursday. Friday and weekend requests may take longer. Subject to change based on staffing and other requirements.

It's your Debit Card, from your Bank...

DEAN BANK
...It's my bank.SM



Member FDIC Member SIF


Dean Bank It's My Debit Card

CUSTOM IMAGE GUIDELINES & REQUIREMENTS

File Format: JPG or BMP

Orientation: Landscape or horizontal. Dean Bank will attempt to use portrait or vertically-oriented photos, but reserves the right to reject based on inability to conform to card dimension standards.

Image Dimensions: Minimum of 640 x 480 pixels (*landscape*)

Resolution: Minimum of 300 dots-per-inch (*DPI*) is recommended

File Size: Cannot exceed 4 megabytes (*MB*), or 4,000 kilobytes (*KB*)

The better your photo, the better your card will look. Low resolution photos, photos that are too small in dimensions, scanned photos, photos that are resized/stretched, and/or very dark, grainy or very light photos will not produce a quality card image. Dean Bank will keep your image on file for a limited length of time.

Dean Bank reserves the right to reject an image if it contains any of the following prohibited content. If your image is rejected due to non-compliance with any of the Image Guidelines & Requirements, we will contact you and request you resubmit a different image for consideration. If we are unable to contact you within one week, a card order with our Standard debit card background will be placed.

1. Sexual/provocative/obscene/profane/vulgar subject matter of any nature
2. Partial or full nudity
3. Political subject matter of any nature
4. Images that display anti-government behavior or sentiment
5. Offensive racial/prejudicial subject matter of any nature
6. Offensive religious subject matter of any nature
7. Advertising or promotion of a product or service of any nature
8. Self-promotion of any nature (e.g., *personal business card*)*
9. Copyrighted material of any nature*
10. Branded products/services, including abbreviations, acronyms and /or symbols of any nature
11. Solicitations, including telephone numbers or services of any nature (e.g., *900 or 800 numbers, URLs*)
12. Celebrities/musicians/athletes/entertainers/public figures/cartoon characters, computer game images, etc., of any nature
13. Affiliation with groups that are determined to be of a "socially unacceptable" nature, including scenes, names or symbols, or illegal or anti-social behavior
14. Depiction of violent acts or death imagery
15. Depiction of alcohol, tobacco, drugs or firearms
16. Depiction or reproduction of currency
17. Anything that interferes or may interfere with the required security of the card
18. Subject matter of any nature that might result in card acceptance confusion or non-acceptance by merchants
19. Subject matter of any nature that might result in card fraud
20. Reference to any MasterCard® card brand sponsored properties/events*
21. Competitive card brand or institution marks or names
22. Any graphic design element that might reflect poorly on or might engender hostility toward or might cause derision of or might bring into disrepute the MasterCard® brands
23. Any graphic design element that might reflect poorly on or might engender hostility toward or might cause derision of or might bring into disrepute the card issuing institution or associated organizations/businesses
24. Images that are determined not suitable for use by Dean Bank
25. Also take into account any applicable local laws, regulations, or cultural sensitivities and customs in the target market where the card will be used

* NOTE: The foregoing shall not apply to the use of any company image, copyrighted material, branded products/services, including abbreviations, acronyms and/or symbols of any nature, trademarks, personalities, or names to the extent legally owned by or licensed to the cardholder. In the event Dean Bank is notified of a trademark infringement with your submitted image after your debit card has been produced; upon notification by the copyright holder and/or trademark owner; Dean Bank will contact you and replace your card with our Standard background.

