



NORTH SHORE BANK FSB

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NORTH SHORE BANK TO BE OPEN FOR BUSINESS ON JANUARY 1, 2000

Bank announces special 'new millennium' hours to ease consumer concerns, demonstrate confidence in Y2K preparedness

MILWAUKEE, Wis. -- North Shore Bank today announced it will be open for business January 1, 2000, in a first-of-its-kind effort to ease consumer concerns over the Y2K computer bug. All 33 North Shore Bank branches in Wisconsin will be open on New Year's Day, the day many consumers are concerned that computer problems will limit their access to cash or cause mistakes in their account records.

"We recognize consumer apprehension about Y2K issues, and we felt this was the best way we could be responsive to their concerns, as well as show confidence in our own extensive Y2K preparedness efforts," said Steve Steiner, senior vice president - Retail Banking for North Shore Bank. "We don't anticipate having any problems -- we and banks across the nation have been working for years on Y2K compliance. However, we wanted to go the extra mile to provide extra security and peace of mind for our customers. We want them to know that the best and safest place for their money -- in the Year 2000 or at any time -- is in our bank, rather than their home."

New Year's Day will be a regular business day in all North Shore Bank branches, which extend from Kenosha to Door County in eastern Wisconsin. Customers can make typical transactions, including making deposits, transferring money, cashing checks, withdrawing money, checking account balances and submitting loan applications.

"Many of our customers have seen and read about potential Y2K problems. Unfortunately, much of that information has been misleading, causing consumers undue distress," Steiner said. "We want to counter some of this misleading information and say, as emphatically as we can, that North Shore will be ready and open for business on New Year's Day."

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North Shore made the announcement amid a flurry of balloons and confetti Thursday at early New Year's Eve parties at two branches in the Milwaukee and Green Bay areas. James O. Huff, deputy secretary of the Wisconsin Department of Financial Institutions, attended both announcements and presented a commendation from Governor Tommy G. Thompson.

"Of all industries, our nation's banking industry has been ranked No. 1 in Y2K readiness, and banks all over Wisconsin are taking extraordinary efforts to prepare for the Year 2000," Huff said. "By going a step further and actually being open for business on New Year's Day 2000, North Shore Bank is sending an important message that it is not only ready for Y2K, but also takes the feelings and concerns of its customers seriously. This is a great idea."

North Shore Bank, headquartered in Brookfield, was founded in 1923. It has assets of \$1.3 billion, a net worth over \$130 million and branches throughout eastern Wisconsin. Current branch locations are in the Milwaukee area, Racine, Burlington, Green Bay, Appleton, Algoma, Two Rivers and Door County. The bank is also building a branch in Kenosha, expected to open in mid-1999.