

NEWS RELEASE

Cross County Bank

Contact: David Dowd 870-238-8171, daviddowd@crosscountybank.com

Cross County Bank Unveils a Unified Branding Strategy with a New Name



For Immediate Release

WYNNE, AR (September 6, 2022) - Cross County Bank of Wynne today announced a plan to unify the organization under a new name – Cross Bank.

Currently, Cross County Bank operates four offices in Cross County under the Cross County Bank name and six offices in Craighead, Monroe, and Mississippi Counties under the First Commercial Bank name.

“Unifying our bank under one name, Cross Bank, simplifies matters for our customers and our communities,” stated David Dowd, President and CEO of Cross County Bank. “Our First Commercial customers often don’t recognize they are part of a bank with a 131-year legacy in the community. Our Cross County Bank customers often don’t recognize the ability to conduct banking transactions at our six First Commercial Bank offices when it may be more convenient to do so. The name Cross Bank honors our heritage and solidifies our future as a locally owned and operated community bank.”

Cross County Bank was established in 1891 by 31 individuals in Wynne to meet the financial needs of the community. Cross County Bank, which has the second oldest bank charter among state-chartered banks in Arkansas, has operated continuously since 1891 and remains locally owned and managed.

The Bank plans to be known as Cross Bank in all 10 offices beginning November 21, 2022. According to Dowd, “On November 21, we’ll update our website and signage and be known as Cross Bank in all our offices. The confusion of having two distinct names within our one bank will be gone, but none of our banking systems or technology will change. Customers will not need to take any action for access to their accounts or other services. Both of our bank brands have always been on a common system, so there are no software updates or changes other than the name.”

Cross Bank will use a new logomark, incorporating the familiar blue of Cross County Bank and a symbol that helps tell the story. “The crossroad in our logo symbolizes our recognition that we’re here to help our customers make wise decisions on their financial journey. Crossroads are where people come together, seek advice and make decisions about their future. This is the role we’ve always played in our communities.” Dowd shared.

Cross County Bank has set up a webpage at www.crosscountybank.com/crossbank to answer questions customers may have about the unified name Cross Bank for its ten offices in Blytheville, Brinkley, Cherry Valley, Hickory Ridge, Jonesboro, Manila, Monette, Osceola and Wynne (2) and for a preview of the new Cross Bank logo.

