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The former Vartan National Bank unveils new name at State Planetarium

Bank's new name represents commitment to community

HARRISBURG, Pa. — Patricia A. Husic, president and CEO of Vartan National Bank, unveiled the bank's new name, Centric Bank, and tagline, "We revolve around you," to the public at a press event today at the State Museum of Pennsylvania's Planetarium. The new name represents the financial institution's 360 degree approach to supporting customers with high-quality financial products and personalized service.

"The name Centric Bank reflects our customer-focused philosophy of banking," said Husic. "We are a local bank owned by 125 local business people that offers a full spectrum of financial services that revolve around the needs of our customers."

The new name and logo were unveiled to the public at the State Museum Planetarium because of its tie-in to the bank's new ad campaign, "Discover the Bank that Revolves Around You" which will kick off early next week. Husic, the first female President and CEO of a local bank, was on hand to announce the new name. Also in attendance were Victoria Reider, Acting Pennsylvania Secretary of Banking, Dauphin County Commissioner Dominic "Nick" DiFrancesco, and David Black, president of the Harrisburg Chamber of Commerce.

ADD 1 – Bank unveils new name

As a follow-up to the event, Centric Bank will be sponsoring Family Heritage Day at the State Museum of Pennsylvania's Planetarium. Patrons will receive free admission to the Planetarium as a token of the bank's renewed commitment to the region.

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Centric Bank was acquired by 125 local investors from the Vartan Family Trust on February 8, 2007. The change in ownership has not affected staffing; tellers, management and bank employees remain in place. With a renewed philosophy and a new name, Centric Bank has centered their business on meeting the needs of the community.

Headquartered in south central Pennsylvania, Centric Bank offers unparalleled business banking services supported by high-touch expertise, mobile banking and high-tech Internet banking features. With over a century of community banking experience, Centric delivers the highest quality financial products with personal service that revolve around their customers.

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