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CONTACT: Peter Hale
Tel: 978.388.3100 ext. 17
Email: phale@mcdougallduval.com

McDOUGALL & DUVAL'S CAMPAIGN A 'PERFECT FIT' FOR NORTH SHORE BANK

Recently Launched Campaign Focuses on Commitment to Community

(AMESBURY, Mass., November 17, 2009) – McDougall & Duval Advertising, an award winning advertising, marketing and public relations firm, recently launched a coordinated campaign for North Shore Bank. The campaign, titled 'Perfect Fit,' focuses on the bank's strong commitment to the North Shore community and the integral role they play in the local economy.

The campaign features a variety of animated puzzle pieces, each representing a different financial solution that the bank provides. Media outlets include billboard, television, radio, print and movie theater advertising.

"With this campaign, the team at McDougall & Duval was able to capture exactly where we see ourselves as an organization," said David J. LaFlamme, President and Chief Executive Officer of North Shore Bank. "We're not outsiders coming in from far away. We are a mutual bank, working only for our customers, not shareholders or foreign management. We are dedicated to the North Shore and to enhancing the place that we call home." Throughout the project, McDougall & Duval provided concept development, copywriting, project management, art direction, and production services. Production and animation for the television and radio spots was handled by Hatchling Studios of Portsmouth, NH. The campaign begins in November and will run through early 2010.

ABOUT NORTH SHORE BANK

North Shore Bank, a full-service community bank based in Peabody, was established in 1888 under State charter. The Bank has eight branches in North Shore communities including Beverly,

Danvers, Middleton, Peabody and Salem, and maintains an online banking presence at northshore-bank.com.

The Bank is a member of the FDIC and SIF.

ABOUT McDougall & Duval Advertising

McDougall & Duval Advertising is an independent advertising, marketing and public relations agency that serves as a strategic business partner to help clients gain market share. Known for the creativity of its concepts and the award-winning campaigns it delivers, the firm combines big ideas that challenge conventional wisdom with proven promotional strategies. One of the few remaining independent agencies in New England, McDougall & Duval has worked with companies in the banking and finance, tourism, education, manufacturing, technology and entertainment industries. For more information, visit www.mcdougallduval.com.

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