

Executive Communication

Response to client concerned about religious bias.

January 24, 2005

Dear NAME:

Thank you for the thoughtful letter you sent to Mr. NAME regarding the CITY location's recognition of the recent holiday season. NAME and I also appreciated receiving a copy and understanding your concerns.

COMPANY is committed to conducting business in a manner that reflects the diversity of our customers and communities. While this means respecting all religious faiths, our advertising, including COMPANY signs and décor, is designed to celebrate the holiday season, not religious occasions.

We apologize for singling out any religious faiths and are ensuring that it does not occur again.

Above all, we value your long-time relationship with COMPANY and hope to continue serving both your personal and business banking needs.

Sincerely,

NAME