



PRESS RELEASE

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NEW NAME REFLECTS THE SPIRIT OF OWNERSHIP WITHIN THE BANK

Time Federal Savings Bank has successfully completed its merger with River Cities Bank to become Prevail Bank on Monday, February 24, 2020. Prevail Bank offers its customers and community nine locations, secondary market loans, business products and services, upgraded technology, and more. The name Prevail Bank was chosen to represent the impact the bank wants to have on their customers. Prevail Bank's goal is to help their customers prevail; to reach their financial goals. "We are just like our customers and want to offer products and services they need to bank the way they want to bank. As a mutual bank, we are all owners and we want to take a leading role in the success of our customers and our community," states Bill Weiland, President of Prevail Bank.

Since the bank opened in 1934, Prevail Bank has expanded in locations and offered more products and services throughout the past 85 years. "The merger and new name will allow us to stay strong and be more competitive in the banking industry to continue to grow and offer a great customer experience for all of our customers for many years to come," Weiland states. Prevail Bank strives to be the community's trusted advisor, helping their customers pursue what's possible in their financial goals.



Medford Staff had fun at the All-Staff Brand Reveal and Training on January 20, 2020 while learning more about the new name, the bank mission and vision for the future. An unveiling of the new sign took place February 24, as the bank became Prevail Bank.

Prevail Bank is a federally chartered savings bank founded in 1934 with locations in Baraboo, Eau Claire, Marshfield, Medford, Owen, Phillips, Stevens Point, Wausau and Wisconsin Rapids.