

For Immediate Release

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**PROVIDENT BANK FORMALIZES ONGOING AGREEMENT WITH GKV
AS AGENCY OF RECORD**

*gkv continues to serve as advertising agency of record for the largest independent bank
headquartered in Maryland*

Baltimore – gkv announced today that it has formalized an ongoing agreement with Provident Bank, the largest independent bank headquartered in Maryland, to serve as its advertising agency of record. With more than \$6.4 billion in assets, Provident Bank serves individuals and businesses in the Greater Baltimore, Greater Washington D.C. and Central Virginia regions through a network of nearly 150 branch offices.

gkv has worked with Provident over the last 18 months to market the Baltimore-based bank as the “right size” bank for offering top-notch products and services of larger banks while providing the customer experience of the best community banks. The agency will continue to provide creative development, media planning and buying.

“As a company headquartered in Maryland we felt strongly about partnering with a local agency,” said Nancy Colson Alperstein, Director of Marketing for Provident. “gkv expressed a clear understanding of how to take Provident Bank to the next level in its proud history. Together, we will work to develop strategies that compliment our extensive products, superior customer service and strong community outreach. gkv has the experience and knowledge to help us continue to serve the Greater Baltimore community and move forward with our growth strategies throughout the Greater Washington D.C. and Central Virginia areas.”

Provident Bank dates back to the 1880’s when it was formed in Baltimore as an informal savings system for working people unable to take advantage of limited banking hours from 10:00 a.m. to 1:00 p.m. In the past 120+ years, Provident has grown to become the largest independent bank headquartered in Maryland. During the past 10 years, Provident Bank has expanded its services into the Greater Washington D.C. and Central Virginia areas through the purchase of Citizens Savings Bank and Southern Financial Bank along with additional in-store branches located inside several grocery locations in the mid-Atlantic region.

“gkv is honored to continue our partnership with one of the most respected brands in the Baltimore business community,” said Roger Gray, chairman and CEO of gkv. “Our decades of financial marketing experience coupled with our challenger brand strategies make for a great partnership to expand Provident’s extensive outreach to its customers and the communities it serves.”



About gkv

gkv is a 26-year-old full-service marketing firm that specializes in helping challenger brands compete in hyper-competitive categories. With billings of more than \$121 million annually, gkv provides a complete range of communications services including creative development, graphic design, production, media planning and buying, interactive, public relations, community relations, identity development, research, crisis communications and social marketing. gkv's diverse international client roster includes companies in travel and tourism, snacks and beverages, financial services, health industries and cause marketing. The agency is headquartered at Tide Point, the renovated former Procter & Gamble plant in Baltimore, Md. To learn more about gkv, please visit www.gkv.com.

About Provident Bankshares Corporation

Provident Bankshares Corporation is the holding company for Provident Bank, the largest independent commercial bank headquartered in Maryland. With \$6.4 billion in assets, Provident serves individuals and businesses through nearly 150 branch offices in Maryland, Virginia, and southern York County, Pennsylvania. Provident Bank also offers related financial services through wholly owned subsidiaries. Securities brokerage, investment management and related insurance services are available through Provident Investment Company and leases through Court Square Leasing. For more information, go to www.provbank.com.

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