

**FOR IMMEDIATE RELEASE:**  
**January 19, 2016**

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**Citizens Trust Bank website relaunch – user-friendly  
and easy to navigate with a new responsive design**



*Atlanta, January 19, 2016 – Citizens Trust Bank has completely redesigned its website. The fresh layout offers responsive navigation with a high degree of user-friendliness.*

Through a responsive design, Citizens Trust Bank systematically directs visitors to important product and service solution information regardless of whether the user calls up the pages by PC, smartphone or tablet. The website always appears in the optimal format.

“Conceptualizing the pages with the customer in mind and offering a fresh, appealing design were decisive goals of the relaunch,” says Diedra St. Julien, marketing director at Citizens Trust Bank. “The customer receives all information quickly and clearly with as few clicks as possible.”

The new website features online account approvals, access to insurance quotes, social media plugins as well as helpful financial tips. “Staying connected is our differentiator in the marketplace. It’s our brand promise we make to both our internal and external stakeholders to being a partner and a responsive financial partner in their financial journey, said St.Julien.” The new [ctbconnect.com](http://ctbconnect.com) website is available on Tuesday, January 19, 2016.

**About Citizens Trust Bank** Citizens Trust Bank is a leader in the financial services industry and one of the largest minority-owned financial institutions in the nation, offering a full range of quality business and consumer products and services including Small Business Association (SBA) financed loans, residential mortgage lending, and consumer and business online banking products with eleven financial centers in Metro Atlanta, Columbus, Georgia and in Birmingham and Eutaw, Alabama. For more information, please visit [www.ctbconnect.com](http://www.ctbconnect.com).

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