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Contact Information:

Main Street, Inc.
Carol Ann Underwood
Marketing Specialist
cunderwood@mainstreetinc.com
(205) 323-0252

Community Bankers of Michigan
Kate Angles
Dir. Of Products/Services
kateangles@cbofm.org
(517) 336-4430

Main Street Inc. and the Community Bankers of Michigan Announce Partnership
Partnership Provides Checking and Marketing Services to Members of CBM

BIRMINGHAM, Ala. – Main Street Inc. is excited to announce a strategic partnership with the Community Bankers of Michigan (CBM). CBM recognizes Main Street as Preferred Partner and will deliver community banks throughout the state with check printing services as well as data-driven marketing solutions to attract and retain customers. Through this alliance, the members of the Community Bankers of Michigan can seamlessly implement Main Street’s valued checking programs and turnkey marketing services into their financial institutions.

CBM works continuously to find programs that will bring new sources of revenue, help control costs and improve efficiency for their members. This union allows for Main Street and CBM to continue their missions to deliver programs that improve the goals of community-oriented financial institutions.

Ted Walton, President of Main Street Inc. said, “This partnership demonstrates our commitment to serving community-based financial institutions, like the members of CBM. We are excited about the opportunity to collaborate more closely with CBM and serving their members with best in class check printing and marketing programs.”

“We are glad to announce our partnership with Main Street. They are a family-owned business committed to high-quality service just like our Michigan community banks,” Michael Tierney, President and CEO of CBM said. He continued, “Main Street offers checking solutions targeted to the unique needs and service requirements of community banks. They work with banks throughout the U.S. with over 2,100 clients. They are best-in-class and we are excited about the capabilities they bring to Michigan banks.”

About Main Street, Inc.

Since 1998, Main Street Inc. has partnered with more than 2,100 community-oriented financial institutions to enhance account holder relationships with affordable, simple and efficient checking programs. Their simple approach equips financial institutions with the information, tools, and solutions needed to win in today’s markets. This family-owned company is a superior provider of customer service, program performance and growth solutions to financial institutions nationwide. To better serve their clients, Main Street launched TargetSmart, a data-driven marketing program that offers comprehensive analytics, targeted direct mailing, digital integration, creative services and print marketing. For more information, visit www.mainstreetinc.com.

About Community Bankers of Michigan (CBM)

The Community Bankers of Michigan is a 250-member trade association serving community banks, and their financial services partners, throughout Michigan. With headquarters in East Lansing, Michigan, the Community Bankers of Michigan is dedicated exclusively to representing the interests of the community banking industry and its membership through effective advocacy, professional education programs and high-quality products and services. For more information visit www.cbom.org One Mission. Community Banks.

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