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Adamus Media Hired by a New Jersey Bank for Website Redesign

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WILLIAMSTOWN, N.J., January 21, 2011 — When Audubon Savings Bank, a New Jersey chartered bank, sought recently to improve its presence on the Internet, design and advertising firm Adamus Media took on the challenge.

The bank's website www.audubonsavings.com is in the process of receiving a complete makeover with changes to the graphical user interface, website architecture and back end programming updates to the latest web coding standards. The investment into the redesign of the bank's website is only one of many steps Audubon Savings Bank plans to take in order to better server its personal and business banking customers.

The new website is expected to launch by the end of January 2011. The redesigned site will feature major changes to the home page offering quick entry points to the bank's products and services including personal banking, business banking and online banking, as well as dynamic announcements for customers. The new site will also connect personal banking customers to the new Internet tools such as online applications for mortgages, home equity loans and home equity lines of credit.

Audubon Savings Bank has been a New Jersey state-chartered bank since 1904 with branch locations in Camden and Burlington counties.

With over one hundred years of banking in the South Jersey area, ASB provides personal and business banking solutions including checking, savings, merchant services, personal and commercial loans, as well as convenient banking services.

Headquartered in Williamstown, N.J. and with a satellite presence in Charleston, S.C., Adamus Media is a design and advertising firm that offers marketing and communication services starting from brand design, web design, application development and e-commerce, to interactive and rich media along with online marketing. The firm's resources include writers, photographers, graphic and web designers, marketing and public relations specialists, interactive media designers and animators. Visit adamusmedia.com for more information.

Contact Adamus Media at info@adamusmedia.com or call 856-728-6100.