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VIA NAMED AOR FOR PEOPLE'S UNITED BANK
*Knowledge of financial industry and creative workforce cited
as reasons for partnership*

Portland, Maine, June 6, 2011 – The VIA Agency announced today that it has been selected as the agency of record for People's United Bank, a leading financial services company with 340 branches throughout the northeast. VIA will partner with People's United's marketing team to continue to build its brand positioning following a number of bank acquisitions by People's United in 2010.

The broad scope of work includes strategic planning, new brand positioning, creative and media planning, and media buying that will be executed through television, radio, print, out-of-home and digital outlets. The work is expected to launch in early fall.

People's United is a leader in banking, with branches in Connecticut, Vermont, New York, New Hampshire, Maine and Massachusetts offering financial products and services including consumer deposits, wealth management, business banking, and home equity and mortgage lending.

"People's United Bank is pleased to enter into this strategic partnership with VIA," said Robert D'Amore, Senior Executive Vice President, Retail, Business Banking and Marketing for People's United Bank. "With their in-depth knowledge of our geographic markets, and with a thorough understanding of a company in growth mode, VIA will be of great assistance as People's United expands its brand recognition in existing and new markets."

"We are thrilled that VIA will be utilizing its financial expertise to help People's United grow and unify its brand," said John Coleman, CEO and founder, VIA. "We welcome this opportunity to work with People's United – like VIA, they are experiencing growth and are ready for bigger challenges."

Over the last six months VIA has increased revenue by more than 20 percent thanks to an ongoing streak of new business wins, including Prestige Brand Holdings, Inc., Romano's Macaroni Grill and Friendly's.

About VIA

VIA was named *Advertising Age's* 2010 National Small Agency of the Year, Runner Up. Headquartered in Portland, Maine's historic Baxter Library Building, and with an office in New York City, we are a full-service advertising, marketing and communications agency with a long track record of helping our clients grow. Current clients include Samsung, Unilever, Welch's, Prestige Brand Holdings, Inc., Friendly's, Romano's Macaroni Grill, North American Breweries, LoJack, Unum, DuPont, Kayem Foods, Inc., and Colonial Life. Born in 1993. Reborn every year since. More information is available at <http://theviaagency.com>. You can also find VIA on Facebook at <http://facebook.com/theviaagency>, on Twitter at <http://twitter.com/theviaagency> and on YouTube at <http://youtube.com/theviaagency>.

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About People's United

People's United Bank is a subsidiary of People's United Financial, Inc., a diversified financial services company with \$25 billion in assets. People's United Bank, founded in 1842, is the largest independent bank in New England and provides consumer, commercial and wealth management services through nearly 340 branches in Connecticut, Vermont, New York, New Hampshire, Maine and Massachusetts. Through additional subsidiaries, People's United provides equipment financing, asset management, brokerage and financial advisory services, and insurance services.

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