



PRESS RELEASE

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Katahdin Trust Offers New App Designed To Help Protect Customers Against Fraud

HOULTON, ME (March 15, 2016) – Katahdin Trust is now offering CardValet[®], a free mobile app that puts the power of fraud protection directly in the hands of customers. With this new and powerful debit card management tool, Katahdin Trust personal and business cardholders can control when, where and how their debit cards are used.

“We are excited to offer this tool to our cardholders!” said Vicki Smith, Senior Vice President of Marketing & Communications at Katahdin Trust. “Not only is CardValet user-friendly and convenient, but it will aid in our continued efforts to help prevent fraud and identity theft for our customers.”

CardValet allows customers to control their debit card usage and spending on the go. It’s easy for customers to ‘turn off’ their debit card from their smartphone, and then ‘turn on’ their card when they want to use it. Cardholders can define areas where the card can be used based on their location or limit purchases to certain kinds of stores or merchant types such as grocery stores or gas stations. Real-time smartphone alerts can be customized based on the types of information each cardholder would like to receive. For example, a cardholder can set up an alert to be notified when a card is used, when a purchase is declined or exceeds a specific dollar amount.

CardValet is also ideal for small businesses. All transactions can be monitored or controlled for specific merchant categories, such as travel, restaurants or entertainment, and can be denied or reported for types of merchants deemed not business-related.

Cardholders can simply download the free app from the Apple[®] App Store or Google[®] Play Store by searching for “CardValet”. Then they can actively manage their Katahdin Trust debit cards at the touch of a button. Message and data rates may apply.

To learn more about CardValet visit www.KatahdinTrust.com or contact any local Katahdin Trust branch.

About Katahdin Trust

Katahdin Trust Company, established in 1918 with \$700 million in assets, provides banking services to individuals and businesses from nineteen offices throughout Maine and online at KatahdinTrust.com. Katahdin Bankshares Corp., parent company of Katahdin Trust Company, stock is quoted on the OTC Markets quote board OTCQX under the symbol KTHN. Current stock information can be found at otcm Markets.com/stock/KTHN/quote.

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