



FOR IMMEDIATE RELEASE
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BayCoast Bank names James R. Rice to position of Senior Vice President/Chief Marketing Officer

FALL RIVER, MA...BayCoast Bank today announced the appointment of James R. Rice of Westport, MA to the position of Senior Vice President/Chief Marketing Officer.

In this role, he will be responsible for the Bank's overall marketing strategy, which includes internal and external advertising, public relations and social media. Additionally, he will be the supervisor for the employees of the bank's marketing department.

Prior to joining BayCoast Bank, Rice was Senior Vice President/Marketing for HarborOne Credit Union in Brockton, where he played an integral role in the institution's transition from a credit union to a bank. As a member of the senior management committee, he also managed the re-design of the website and researched the feasibility of marketing through social media. Rice is also the former Senior Vice President/Director of Marketing and Sales at Compass Bank in New Bedford and Vice President, Director of Investor Relations at Seacoast Financial Services Corporation. His resume also includes work as Senior Marketing Manager for BankBoston and Vice President, Director of Marketing for Medford Savings Bank.

Rice earned an MBA from Suffolk University and holds a Bachelor's Degree from Stonehill College. He completed additional studies at the University of Colorado at Boulder, School of Bank Marketing.

He serves as Chairman of the Board and as an Executive Committee Member for Lifestream, in New Bedford.

"We are very pleased to have someone of Jim's caliber to lead our marketing efforts," said Nicholas Christ, President and Chief Executive Officer of BayCoast Bank. He continued, "He has a proven track record and his strong, unique industry experience will be of tremendous assistance to our Bank as we continue to grow."

About BayCoast Bank

BayCoast Bank is a mutually-owned savings bank that was chartered in 1851. Currently, the Bank serves southeastern Massachusetts and Rhode Island with locations in Fall River, New Bedford, Seekonk, Somerset, Swansea, North Dighton, Fairhaven, Westport, and Tiverton, RI. BayCoast Bank offers a wide range of financial services including investment management, trust services, and insurance and

brokerage services to consumers and businesses. Its affiliates include BayCoast Financial Services, offering stocks, bonds, mutual funds, annuities and college savings plans; and Partners Insurance Group, LLC, an independent agency representing several insurance companies that provide automobile, home, life and business coverage. Nicholas Christ is the Bank's President and Chief Executive Officer. Main headquarters are at 30 Bedford St, Fall River, MA 02721. For additional information on the Bank or its services, please visit www.BayCoastBank.com or call 508-678-7641.