



**Cresco Bank
& Trust Company**

Yesterday. Today. Tomorrow.

ANNOUNCEMENT

August 19, 2010 – Cresco, Iowa

Cresco Bank & Trust Uses Cutting Edge Technology To Reduce Lighting Power Consumption By 50%



“We at Cresco Bank & Trust and Decorah Bank & Trust Company believe that one responsibility of running a good business is finding ways to reduce its impact on environment. The Bank will continue its efforts, looking for more ways to contribute to a clean and healthy environment for its employees, customers, and community.” – Donna Thomas, President

Another energy saving step in its efforts to become more sustainable has been taken by Cresco Bank & Trust Co. The Bank recently completed a unique project that included converting its office lighting to LED.

“Most of us have seen LED lighting used in limited applications such as signage, accent lighting and holiday lighting. The Bank has taken it to a new level by lighting the majority of our space with LED,” comments president of Cresco Bank & Trust, Donna Thomas. “We learned that there are not many businesses in the U.S. using LED to this extent yet. We believe LED will soon become mainstream, but we were ready to be an early adopter.”

Cresco Bank & Trust was using T8 fluorescent lighting, which is considered the standard in efficiency today in most commercial office buildings. The advantages of LED over T8 fluorescents are many:

1. LED uses 50% of the energy used to light fluorescent bulbs.
2. LED is “flicker free,” which is healthier for eyes.
3. LED bulbs are expected to last 2-3 times longer than fluorescent bulbs.
4. LED bulbs contain no hazardous materials.

When asked if there are any draw-backs to the new lighting, Thomas states, “The color tone of the LED lighting is slightly different than what we were used to with fluorescent lights. It depends on who you ask - some like the LED lights better and some prefer the lighting of the old fluorescents, though many people don't notice the difference.”

520 Lights for Schools - A Win/Win

Because the T8 fluorescents that were removed still have usable life remaining, they were given to the Howard/Winneshiek County Schools to use as replacement bulbs.

More Eco Projects

Cresco Bank & Trust has done other things to minimize its environmental impact. A few of the projects and practices already in place at Cresco Bank & Trust are:

1. Heating and cooling using a geo-thermal system
2. Using scheduled heating and cooling controls
3. Using occupancy-sensing lighting
4. Using green-friendly cleaning products and practices
5. Encouraging customers' use of eStatements vs. paper statements

Still Evolving

Donna Thomas summarizes, “We at Cresco Bank & Trust and Decorah Bank & Trust Company believe that one responsibility of running a good business is finding ways to reduce its impact on environment. The Bank will continue its efforts, looking for more ways to contribute to a clean and healthy environment for its employees, customers, and community.”