



September 17, 2009

West Bromwich Building Society retains College Hill

Following support during a capital strengthening exercise, College Hill has been retained by the West Bromwich Building Society to support its communications activities.

College Hill's financial services team has advised the Society's Board and in-house communications team on a range of issues including results announcements, the capital strengthening project as well as the new management's 'Back to Basics' strategy.

Tony Friend is leading the account.

"We are delighted to be continuing our work with Robert Sharpe and his team at the West Brom as the Society pursues its 'Back to Basics' strategy," commented Tony Friend, College Hill Partner. "In common with many financial institutions, West Brom has gone through a difficult time; we are proud to have played our part in ensuring the Society continues to serve its loyal depositor base as an independent mutual."

"We greatly appreciated the hands on approach the College Hill team provided during testing times," said Sarah Hemmings, Head of Communications at West Bromwich. "We look forward to their continuing support as our management team takes the Society forwards."

ENDS

ENQUIRIES:

College Hill
Donna Zurcher, Managing Director

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