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Sabadell Launches the “Sabadell Success” Campaign

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Sabadell Bank launched a new branding campaign called “Sabadell Success” featuring Sabadell executives and the bank’s clients. The campaign focuses on the bank’s personal connection with its customers. The campaign’s microsite, www.SabadellSuccess.com, features testimonial videos where clients reveal their personal and financial success stories and describe how Sabadell advisors contributed to their achievements.

Featured in the campaign is **Mario Trueba**, President & CEO of Sabadell Bank. Alongside Sabadell clients, Mr. Trueba explains that “a trusted advisor is defined by their character...the easiest way to create trust is to remain consistent.” Trust is a recurring theme of the campaign, emulating the values of Sabadell’s corporate culture.

Rosa Sugrañes, a Sabadell client since 1993, shares that “I started my business in Miami with the support of Sabadell.” That business, Iberia Tiles is one of the largest independently owned distributors of ceramic tile in the Southeast U.S. Ms. Sugrañes managed the business until 2012 when the company merged with Grupo Keops from Venezuela.

Aaron Podhurst, the founder of Podhurst Orseck P.A., one of the most prestigious law firms in South Florida, has been a client of Sabadell since 1978. He feels that “once you have that trust, the relationship is easy...the reason that Sabadell has so many longtime customers repeatedly coming back for transactions is because of trust.”

Also featured in the “Sabadell Success” video is **Mario Murgado**, who serves as the Principal, President and Chief Executive Officer of Brickell Motors. Mr. Murgado explains in his interview that “the foundation of a business is trust; you need a partner – and that trusted partner needs to be your bank.”

Since the campaign’s unveiling, the site has garnered over tens of thousands of page views spreading Sabadell’s branding campaign to its clients and the public at large. The campaign will last throughout 2015 and can be viewed at www.SabadellSuccess.com.

About Sabadell

Sabadell United Bank is a locally managed, nationally chartered banking institution that serves over 40,000 clients in Florida with a network of 27 branches throughout Florida. It is recognized as the trusted financial advisor for professionals and businesses, as well as high-net-worth individuals. Sabadell United Bank consistently ranks as one of the most well-capitalized banks in the state and is rated 5 stars by Bauer Financial for its financial stability.

Sabadell also operates an international branch headquartered in Miami that provides private and corporate banking services focused on individuals and companies operating in the United States and Latin America. In the past seven years, Sabadell United Bank, together with Sabadell's International Branch, has grown its presence in Florida over eightfold in terms of deposits and assets under management. Sabadell's International Branch in Miami currently manages more than \$9 billion of international business volume.

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