

April 19 2011

Wharton 100 Communications Project

e3bank is proud to have completed a beneficial partnership with eight students from the Wharton 100 Management Program, part of the Wharton Small Business Development Center (SBDC) at the Wharton School of the University of Pennsylvania.

Team '*True Believers*' gave an outstanding presentation and produced an exceptional Communications Audit for e3 management, resulting from findings of their portfolio & competitor analyses, and focus groups studies based on e3bank's existing interested parties and specifically the Millennial Generation, one of e3banks target audiences.

Kirsty Halliday, e3bank's Sustainability Advisor, would like to thank all friends of e3bank who took the time to complete a survey and to publicly thank Daryl Poon, Emily Turner, Edward Li, Andrew Ma, Sung Hwang, Sheng Ng, Jimothy Zhang and Sharp McGivaren and wish them great success in the future and in their upcoming finals exams.