

LEADER TIMES

Local bank gets top honors

Apollo Trust Company recognized for innovative web site

In a recently published listing of the "Top Ten Banking & Business Finance Web Sites," CorpFINet and Online Banking Report awarded top honors to Apollo Trust Company for the bank's innovative World Web Site.

Apollo Trust's web site was chosen over more than 400 financial service industry online sites world-wide. Selection criteria included web site content, interactivity, sales/customer service and layout and design.

"We were looking for Webs that delivered valuable information without overloading users with redundant graphic files or page after page of fluff," explained Online Banking Report editor Jim Bruene.

Developed by bank employees in the spring of 1995, Apollo Trust's Web site includes online account information for customers, online loan applications,

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home pages of bank staff, a community bulletin board, current interest rates, newsletters, the bank's annual report, educational files and numerous links to other local sites. Apollo Trust Company's Web address is <http://bankswith.apollo-trust.com>.

"There is no better example of how the Internet provides opportunities for smaller players than at Apollo Trust," said Tim Duncan, president of CorpFINet, an on-line technology consult-

ing firm based in Cambridge, Mass. "They have loaded more content on their Web and Telnet sites than most multi-billion dollar banks. Where content is king, Apollo Trust rules."

In addition to its Web site development, Apollo Trust is also the first independent community bank in the nation to offer customers the combination of Home PC Banking and Internet access. The bank is currently making plans to become the primary Internet Account

Provider for all of Armstrong County, giving several rural communities a toll-free "on-ramp" to the Information Superhighway.

Apollo Trust Company executive vice president and director Raymond E. Muth, commented on the future of online technology.

"I think you will see the Internet become sponsored by corporations, similar to public television," Muth said. "By providing access to new technology and opportunity, we will have a tremendous influence on how people do their banking. We're beginning to see the positive effects already at Apollo Trust."

For more information, contact Muth at Apollo Trust Company (412) 478-3151, or contact him via e-mail: raymuth@bankswith.apollo-trust.com.

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