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PRIMARY BANK WELCOMES MARKETING AND PUBLIC RELATIONS DIRECTOR LISA CUIPA

Bedford, NH, March 30, 2021 – Lisa Cuipa joins Primary Bank as AVP, Director of Marketing and PR. With over 15 years of experience in marketing, she brings a thorough knowledge of marketing campaigns, SEO, analytics, graphic design, advertising and brand management to the organization.

“I am honored to join such a great group of people at Primary Bank, where we all share in the same mission of supporting communities and being there for our neighbors by partnering and empowering local small businesses,” Lisa commented.

Most recently, Lisa was the Marketing Manager for KMC Systems, Inc., a contract manufacturing and engineering services partner for medical instrumentation, where they create innovative medical devices for a better quality of life. Her previous experience also includes Art Department Manager and Assistant Marketing Director at TK Cups-Sorgs, a promotional products company providing custom branded material for customer’s events and marketing needs.

An avid believer in community, she has volunteered with many nonprofit organizations and participated in numerous charity events supporting the Leukemia and Lymphoma Society, the National Foundation for Cancer Research Play 4 the Cure Team, Marguerite’s Place, and the American Heart Association.

Lisa earned her BFA in Graphic Design at the University of Massachusetts Lowell. A New Hampshire native, she currently resides in Merrimack with her family.

About Primary Bank: Primary Bank is a New Hampshire state-chartered, FDIC-insured bank. The locally owned and operated community bank is known for its pursuit of keeping dollars local to support local businesses and strengthen the New Hampshire economy. Primary Bank delivers a wide range of financial services for businesses

and individuals throughout Southern New Hampshire. For more information please visit www.primarybanknh.com.

