



BankUnited Repositions Brand With \$9 Million Investment

October 10, 2011

Florida Bank Revamps All 82 Branches and Replaces Signage with New Logo Design

MIAMI LAKES, Fla., Oct 10, 2011 (BUSINESS WIRE) --

Completing a \$9 million refurbishment that includes a physical overhaul of its branches as well as a brand new logo and signage, BankUnited (NYSE:BKU) is repositioning its brand to appeal more to the bank's small business customers, according to Senior Executive Vice President Frank Martorana.

All 82 branches throughout Florida were refreshed with some receiving more extensive updates than others. All of the work occurred at night with no disruption in service, according to Martorana.

"The refurbishment represents a shift toward a new business model for BankUnited, one that caters to the small business customer while continuing to value our individual customers," said Martorana, who notes that the feedback from customers has been entirely positive. In charge of real estate and general services for BankUnited, Martorana led the refurbishment from the initial research and planning phase through implementation.

The updates include a new palate of colors featuring a blend of pastel browns and blues, as well as new carpeting, paint, furniture and artwork. A new, open floor plan replaces teller lines, and waiting areas are reconfigured to project a professional ambiance.

A new logo created by Pentagram references the arch imagery of its predecessor with curving forms to create a bridge that symbolically unites BankUnited with its customers, the rest of the country, the world, new opportunities and the future. "Bridges move people and companies from one place to another," explained BankUnited's corporate creative director James Wood.

BankUnited, headquartered in Miami Lakes, Fla., is one of the strongest and most well-capitalized banks in the country. Serving businesses and consumers in 13 Florida counties through more than 80 branches, BankUnited provides a wide range of commercial and consumer banking services. For additional information, call (877) 779-2265 or visit www.BankUnited.com.



SOURCE: BankUnited

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