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***Metuchen Savings Bank teams up with
Metuchen Area Chamber of Commerce to
Offer Economic Forum to Business Community***

July 2, 2009 – Metuchen Savings Bank in collaboration with the Metuchen Area Chamber of Commerce will host **Metuchen Cares: an Economic Forum** for local businesses on Thursday, July 16, 2009 from 8:00 am to 9:30 am at The Forum Theatre Cultural Arts Center in Metuchen, 314 Main Street.

Metuchen Savings Bank has engaged the JGSC Group to offer a ***“Strategies For Downtown Survival”*** program for retail businesses, restaurants and commercial property owners in the Borough of Metuchen. This is a 90-minute condensed version of a program JGSC Group recently presented for the NJ Downtown Revitalization and Management Institute and Main Street NJ.

JSGC Group is guiding the revitalization of commercial corridors all over NJ, from the urban centers of Jersey City and Elizabeth, to suburban communities like West Orange and Tenafly, to more rural settings like Glassboro, Salem and Vineland. They have worked in 52 communities across 7 states and have set the industry standard for reinvigorating downtown economies with the Community Insights™ program.

Featured speaker Joseph Getz has spent 25 years helping some of the nation's most successful retail developers achieve that status. Prior to forming JGSC group in 1997, he held executive positions at leading advertising agencies in the Philadelphia area where he created marketing campaigns and strategic plans for shopping malls, retailers, real estate developers, and consumer products companies. Over the course of his career, Joe has pioneered programs to gauge shoppers' perceptions, define consumers' wants and needs, and discover untapped opportunity in retail shopping centers and downtown neighborhoods. Those efforts culminated in Joe's conception of the "Community Insights™" process.

Lorraine Mulligan, Vice President of Business Development for Metuchen Savings said, "Metuchen Savings is pleased to partner with the Chamber to bring this timely program to members of our business community. Our Bank recognizes the value of a traditional downtown. We want to help our customers with practical solutions to stabilize our downtown economy today and to ensure that we can compete with planned development in neighboring communities tomorrow." David Glasofer, Metuchen Chamber President and owner of Image Up Photography on Metuchen's Main Street said, "Economic conditions make running a small business more challenging than ever." Mulligan said, "Metuchen

Savings Bank and the Metuchen Area Chamber of Commerce are doing everything possible to give our businesses the tools they need not only to survive but also to thrive in these tough times.”

The forum will focus on three specific areas:

- Techniques, Tips & Tools for Individual Businesses
- Leveraging Budgets with Co-op Marketing
- 10 Things You Need to Know About Your Downtown Economy

The Forum Theatre has been the Cultural Arts Center of Metuchen since 1928. Owners Peter & Karin Loewy are working to restore the Forum Theatre to its original glory with the support of Metuchen residents and local government. Metuchen Savings and the Metuchen Chamber were thrilled when the Loewy’s graciously offered their venue for this very important economic forum. You are invited to join us at 314 Main Street for complimentary refreshments beginning at 7:30 a.m. The program is FREE and will begin promptly at 8:00 a.m.

Please contact Lorraine Mulligan, Metuchen Savings Bank, Vice President of Business Development to register or for additional information.

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