



## *News Release*

**FOR IMMEDIATE RELEASE:**

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### **APPLE BANK FOR SAVINGS NAMES ROSEMARY VITALE AS BRANCH MANAGER OF ITS IRVING PLACE, MANHATTAN BRANCH OFFICE**

**NEW YORK, NY – APRIL 13, 2017**– Apple Bank for Savings has announced the appointment of Rosemary Vitale as Branch Manager of its Irving Place branch office located at 4 Irving Place in Manhattan. Ms. Vitale had been serving as Vice President and Branch Manager of Apple Bank’s branch office located at 426 86<sup>th</sup> Street in Bay Ridge, Brooklyn, a new branch office which she helped open in June 2015.

James Matera, Executive Vice President and Head of Apple Bank’s Consumer Banking Division, said, “For twelve years, Rosemary has been an outstanding and valuable member of the bank’s branch management team. She has been successful in expanding the bank’s consumer and small business customer base in all the offices she has managed, and we are confident that she will have similar success in the Irving Place branch office.”

Ms. Vitale joined Apple Bank in 2005 as an Operations Supervisor at the bank’s 2655 Richmond Avenue branch on Staten Island. In 2010, she was promoted to Assistant Manager of Apple’s 14<sup>th</sup> Street/Irving Place branch. In 2011, Ms. Vitale was promoted to Branch Manager and returned to the bank’s Staten Island location. Ms. Vitale was promoted to Assistant Treasurer in 2013 and served as Branch Manager of the 67<sup>th</sup> Street/18<sup>th</sup> Avenue Bensonhurst office. She was promoted to Assistant Vice President in 2014 and was named Vice President in February 2015.

Ms. Vitale has been active in local business organizations on Staten Island and serves as the Vice President of the Richmond County Bankers

Association. She began her banking career with New York Community Bank (NYCB) as a branch administrator and then became an Assistant Manager for Richmond County Savings Bank, one of NYCB's banking divisions, for three years prior to joining Apple in 2005.

Rosemary grew up on Staten Island and graduated from Tottenville High School. She is a licensed New York Life, Accident and Health Insurance agent. She lives in the Annadale section of Staten Island with her husband.

### **About Apple Bank**

Apple Bank, established in 1863, provides consumer and small business banking services in greater New York through its branch network and online banking platform and is an active lender in the commercial real estate and corporate banking sectors. Apple is the second-largest state chartered savings bank in New York State, with \$13 billion in assets and 79 branches located in the five boroughs of New York City, Long Island, Westchester and Rockland. Visit us at [www.applebank.com](http://www.applebank.com).

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