



## **PRESS RELEASE: June, 2018**

### **RE: Salem Trust Rolls Out New Website**

Mark F. Rhein, President and CEO of Salem Trust Company, is pleased to announce that Salem Trust launches its new Website today. The domain address is unchanged at [www.salemtrust.com](http://www.salemtrust.com), but that is the only thing that remains the same.

“Our entire Salem Trust team put our heads together on this project,” said Mr. Rhein. “We wanted a site that represented the true spirit of teamwork, one that showed how Salem Trust is unique. This is the culmination of our outward-looking marketing sessions of the past year and a half.” The new content focuses on the needs of investment managers and third-party administrators and the specific requirements of request for proposals (RFPs) for custodial services.

As his team worked through how to best portray their vision, one phrase kept coming to mind. “The more we tried to summarize what we had to say, the more the phrase, ‘authentic difference’, kept coming up,” said Mr. Rhein. “So we are now using it unsparingly. It perfectly explains our story: that we treat clients with real service, that we are the only custodian focused on public pension plans and institutional clients, and that we are unique in backing up our promise with a real guarantee.” An Authentic Difference<sup>SM</sup> was such a good fit that Mr. Rhein applied to the U.S. Copyright Office to have it registered. The official registration of the phrase is expected to be granted later this year.

The new Website is far more than just a modified brand image. “It’s our hope,” said Mr. Rhein, “that clients and their service partners will find it a useful place and full of vital, up to date information.” The feeling among the Salem Trust Team is that the information on the site will make it as unique as their company. “Right now there is a lack of good information on the Web about institutional custody,” concluded Mr. Rhein. “We believe our new site will go a long way to fill this gap. We are very eager to get the feedback of our clients and partners.”

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### **For more information, please contact:**

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