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BEM Group Tapped by High Point Bank for Social Media Services

GREENSBORO, N.C., December 13, 2011 – [BEM Group](#), which includes [BEM Interactive](#), an industry leader in interactive design, development and marketing, and [BEM Technology](#), known for “Hassle Free IT” managed services, announces it has been selected by [High Point Bank](#) for social media assessment, recommendations and monitoring services.

Since opening its doors in 1905, High Point Bank has been a trusted financial partner in the Triad community well known for its dedication to personalized services.

“With help from BEM Interactive’s online marketing experts, High Point Bank is committed to further developing our social media approach to best support our relationships with our customers and the community we serve,” said Mark Founds, Vice President and Marketing Director for High Point Bank.

According to the ForeSee 2011 [Online Banking Study](#), banking customers that are highly satisfied with their online banking experiences are more likely to extend their banking relationships by requesting additional services, opening more accounts, using online banking as their primary channel, and recommending their bank to others.

“Strong, welcoming community banks like High Point Bank are the financial institutions that truly sustain our community,” added Malinda Pengelly, founder and president of BEM Interactive. “Known for providing extraordinary customer service with all the conveniences of modern banking, High Point Bank has a wonderful opportunity to create that same kind of customer rapport online.”

About BEM Group

For nearly 15 years, award-winning [BEM Group](#) marketing and technical experts have enabled clients to succeed in today’s increasingly technology centric business world. Our team of over 25 professionals has worked with hundreds of organizations to provide comprehensive and customized solutions while empowering clients and supporting the community.

BEM Group includes:

- [BEM Interactive](#) – award-winning interactive design and development as well as full-service marketing services.
- [BEM Technology](#) – comprehensive IT service and support.
- [BEM Education Center](#) – engaging seminars on Internet, marketing and technology topics.

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About High Point Bank

For more than 100 years, High Point Bank has been a trusted financial partner in the Triad region of North Carolina. Focused on the needs of our customers and community, we pride ourselves on personal service and attention at a dozen area locations. Visit www.highpointbank.com.

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