



UPPER MOHAWK VALLEY MEMORIAL AUDITORIUM AUTHORITY

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FOR IMMEDIATE RELEASE

UTICA MEMORIAL AUDITORIUM SIGNS 10-YEAR NAMING RIGHTS DEAL WITH ADIRONDACK BANK

UTICA, NY - The Upper Mohawk Valley Auditorium Authority and Adirondack Bank announced a 10-year, multi-million-dollar agreement to amend the name of the newly renovated Utica Memorial Auditorium facility to the Adirondack Bank Center at the Utica Memorial Auditorium. This venue serves as the home of the Utica Comets, Utica College Men's and Women's hockey programs, Utica Jr. Comets organization, and a host of world-class concerts and events.

The AUD Authority and Adirondack Bank joined together for a press conference on the lawn next to Oriskany Boulevard on Wednesday morning, which also featured representation from Oneida County, Mohawk Valley Garden, Utica College, and the area's local veterans.

"Adirondack Bank's commitment to banking local and giving back to our community falls in line with what The Auditorium has stood for since 1959," Adirondack Bank Executive Vice President Robert Clark expressed.

"As someone who has both lived in the area my entire life and also served on The AUD Authority for nine years, rebranding the venue with the partnership from Adirondack Bank is a step forward in all aspects of our operations," AUD Authority Chairman Carl Annese explained. "Keeping Utica Memorial Auditorium in the full version of the name is also important to ensure that the memories of our veterans are kept alive and always at the forefront."

"I think it's great that Adirondack Bank is the naming rights partner with The AUD because it will preserve the memories of Veterans for years to come," said Staff Sergeant Vincent Scalese, Executive Director of CNY Veteran's Outreach.

The newly-named Adirondack Bank Center has been closed to the public since May, while undergoing a large-scale renovation and addition project. The 21,000-square foot addition, which will be completed in the next 30 days, adds women's restrooms, office space, ADA-compliant renovations, a sprinkler system, and suites & loge seating to the National Engineering Historic Landmark.

"The rebirth of The AUD has been one of Oneida County's greatest recent success stories," said Oneida County Executive Anthony J. Picente Jr. "What was already the premier arena in the AHL has been taken to a whole other level thanks to its newly-renovated features. This new name and partnership with Adirondack Bank are a reflection of that growth and transformation."

"The core values of The AUD and Adirondack Bank Center align themselves seamlessly, especially in terms of both parties' beliefs in the power and reach of our community's civic pride," Mohawk Valley Garden President Robert Esche said. "A partnership of this magnitude assures sustainability, both in terms of the memories of the Veterans and The AUD itself."

The Adirondack Bank Center will reopen to the public on October 27 for the Utica College Men's home opener, followed by the Utica Comets home opener on November 1. Limited tickets for both contests are still available on www.empirestatetix.com.

About Adirondack Bank

Adirondack Bank is a locally owned and operated full service community bank that serves Upstate New York from the historic Mohawk Valley to the Canadian Border. They are dedicated to providing their customers with outstanding service, convenient locations, and competitive products. They are actively involved in the communities that they serve and value the relationships they have built with customers and neighbors.

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