

**Lighthousebank.com**, an online bank with no bricks and mortar locations, was looking for an intuitive, welcoming Web site that would give customers and prospects a personal and positive online banking experience. Since the site would also serve as the foundation for the overall look and feel of Lighthousebank, copy had to be easy, straightforward and present benefits up front. The Web site won the gold award from New England Direct Marketing Association.



**Copy:**  
**(Home Page)**

Welcome to Lighthousebank.com, New England's first Internet bank. Step into the light of Lighthousebank and you'll discover banking the way it was meant to be. Premium rates on Checking, Savings, and CDs, plus no-fee services, 100% deposit insurance, and state-of-the-art security. Now that's better banking.

*To see more of the Lighthousebank.com or other Web sites, please contact me.*

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