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New program from First Midwest brings rewards to local customers

Dexter, Missouri - First Midwest Bank customers will experience a new rewards program unlike anything in the area with the launch of the First Midwest Buzz Points reward program.

Similar to rewards programs offered by national banking institutions and credit card companies, the Buzz Points program allows customers to earn points every time they use their debit cards. Points can then be used at local and national retailers or can be redeemed as monetary donations to local charities.

“At First Midwest, we are committed not only to our customers, but also to our local communities,” said Joey McLane, Bank President, and CEO. “One of the key components that drew us to the Buzz Points program was its focus on shopping locally.”

.Customers will earn more points by shopping with local merchants who have partnered with First Midwest and Buzz Points, providing a unique opportunity for local businesses to advertise to a highly-engaged audience.

All points are tracked online or through a mobile app and participants are notified of

new promotions when they are within a 1000 ft radius of a participating merchant with a special offer.

First Midwest Buzz Points is available for all First Midwest debit cardholders. For more information or to enroll, visit www.onemidwest.com/buzzpoints or visit a First Midwest location.

About First Midwest

First Midwest Bank is a locally owned and managed community bank with locations throughout Southeast and Central Missouri. For more information, visit www.onemidwest.com.

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