PSB HOLDINGS, INC.

NEWS RELEASE

Peoples State Bank Signs Long-term Agreement to Sponsor Peoples Sports Complex

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Wausau, Wis. (April 27, 2021) Peoples State Bank and Marathon County announced the agreement for Peoples State Bank to become the naming rights sponsor of the Peoples Sports Complex. The Complex located at 602 E. Kent Street houses 15 athletic fields catering to youth and adult club sports, high school teams, and large athletic tournaments. The Marathon County Parks, Recreation, and Forestry department operates the facility.

“Peoples is the largest community bank in Marathon County, and our founders intended us to act as a supporter and promoter of growth for everyone,” said Peoples State Bank President and CEO Scott Cattanach. “There is a cost to providing great facilities that make it a great experience, and we are proud to support the Peoples Sports Complex as children and families get outside and back together.”

The initial term of the agreement is five years, with an option for an additional five years. The Complex will include new signage throughout. It also provides for the naming of the championship field and the concession stand.

“This agreement helps offset the costs of operating this sports complex, allowing user fees to remain manageable and providing a benefit to Marathon County taxpayers,” said Jamie Polley, Marathon County Parks, Recreating & Forestry Director. “We’re excited for this new partnership with People State Bank. The Peoples Sports Complex sees thousands of visitors every year and is a premier facility within the state and the Midwest. The Peoples Sports Complex is a prime example of the County’s commitment to being the safest, healthiest and most prosperous county in the state.”

“With my children, I’ve seen the positive impact and social connections made through participating on a team,” said Cattanach. “I’ve also had the privilege over the years of developing friendships with other parents while serving as a soccer team manager and taking a personal interest in their lives. At Peoples, we want our community to know you get more than just a product or service at Peoples; you get a banker who wants to know you and is working for your

individual success.”

Many clubs and organizations use the Peoples Sports Complex, including MC United Soccer Club, Wausau City Futbol Club, Wausau Area Youth Soccer, Central Wisconsin Adult Soccer, and numerous schools for their games. The Complex has also hosted a lacrosse tournament, bike polo tournament, and the annual Hmong Wausau Festival.

For more information about renting fields or additional sponsorship opportunities at Peoples Sports Complex, please contact the Wausau & Marathon County Parks, Recreation, and Forestry Department at 715-261-1550 or visit the website at **www.co.marathon.wi.us.**

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Peoples State Bank is a community bank headquartered in Wausau, Wisconsin, serving north, central, and southeast Wisconsin from ten full-service banking locations in Marathon, Oneida, Vilas, Milwaukee, and Waukesha Counties, as well as a loan production office in Stevens Point, WI. Peoples provides financial services to business owners and individuals, as well as investment and retirement planning services through Peoples Wealth Management, a division of Peoples. Peoples was founded in 1962 and has total assets in excess of $1.3 billion. PSB Holdings, Inc., Peoples State Bank’s parent company, trades its common stock under stock symbol PSBQ on the OTCQX Market. Peoples is an Equal Housing Lender and Member FDIC. More information about Peoples can be found at **bankpeoples.com**