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Genesis Promotes Season Lentz to Vice President, Client Services

October 25, 2010, McKinney, TX: Melissa Kinion, CEO, and Virginia Grimes, President, of The Genesis Group, are pleased to announce the promotion of Season Lentz to Vice President of Client Services.

Lentz joined The Genesis Group in March, 2008 after working with Dallas area banks for several years. Lentz's responsibilities include customized mystery shop programs, multi-media marketing campaigns, and social media. She is a member of IBAT Leadership and a Bank Operations Institute marketing instructor. She graduated from the University of Kansas with a Bachelor's in Communication Studies and Sociology, and a Master of Arts in Communication Studies.

Established in 1990, The Genesis Group is the premier financial services marketing firm for community banks throughout the Southwest. Genesis has been endorsed by IBAT since 1991. For more information about The Genesis Group, please visit www.forGenesis.com.