

# News Release

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**FOR IMMEDIATE RELEASE**

## **KEYBANK ANNOUNCES FIRST ANNUAL ACHIEVE AWARD**

### *Lisa Jo Greenfield Honored for Business and Community Accomplishments*

Syracuse, N.Y., October 14, 2009 – KeyBank (NYSE:KEY) has named Lisa Jo Greenfield, sole proprietor of Essential Health Solutions, as its first annual Key4Women Achieve Award winner for the Central New York District. The Achieve Award celebrates entrepreneurial spirit and recognizes a successful woman business owner who is also actively involved in her local community.

Essential Health Solutions, based in Skaneateles, specializes in health and wellness. The business promotes health education and training through breakthrough innovative science-based products.

In addition to owning her own home-based business, Greenfield is a general manager at Lasca's restaurant in Auburn, a family-run business since 1987, and a Skaneateles Central School District employee. She has also served as Director of Staff and Executive Assistant for NYS Senator Michael F. Nozzolio of Seneca Falls, N.Y.

Greenfield is also a civic champion. She created *Healthy Body- Healthy Mind*, a donation program that provides books to children and families in need. Greenfield also makes donations to FrancisCorp, a faith-based service organization affiliated with Syracuse University.

Greenfield continually shows her commitment to creating awareness and educating local residents on topics surrounding personal health and wellness by writing a monthly guest column for the Skaneateles Press. Greenfield is a member of the Cornell Cooperative Extension's Women Business Network, the Skaneateles Chamber of Commerce and the Skaneateles Music Boosters.

She is a graduate of Cayuga Community College and S.U.N.Y. Albany where she earned a bachelor's degree in psychology.

Key4Women, KeyBank's women-owned business program, launched the nationwide Achieve Awards to honor women who are successfully managing and growing companies while giving back to their communities – as well as to inspire women who are starting or building businesses.

Female entrepreneurs represent a highly dynamic segment of the small business market. According to the Center for Women's Business Research, 10.1 million U.S. firms are majority-owned by women. As of 2008, these firms accounted for 40 percent of all privately held companies, employed more than 13 million people and generated \$1.9 trillion in annual sales.

Founded in 2005, the Key4Women program provides women entrepreneurs with access to capital, financial solutions, ongoing education and networking opportunities. In each of its markets, Key4Women offers customized service and financial expertise through a team of dedicated Key4Women Relationship Managers.

On April 8, 2009, Key4Women announced that it had provided more than \$2 billion in capital to qualified women-owned businesses, surpassing its 2007 pledge to lend these funds to women-owned firms by 2012. Key4Women then committed to lend another \$3 billion to women business owners by 2012.

This is the second time that Key has exceeded its goals for lending to women business owners. In 2005, the bank pledged to lend \$1 billion to women-owned businesses over three years and surpassed that number in 2007.

Anyone interested in learning more about the Key4Women program in Central New York can contact Rani Ristau at 446-8091.

#### **About Key**

KeyBank N.A. is one of New York's largest financial services companies, with one of the largest statewide networks of branches and ATMs. The Central New York District has 74 branches, 110 ATMs and 570 employees. KeyCorp is one of the nation's largest bank-based financial services companies, with assets of approximately \$98 billion. *BusinessWeek* Magazine recently cited Key as the top-named bank in its Customer Service Champ 2009 edition, ranking Key 11th out of the top-25 companies that include many known for their customer service acumen. Key companies provide investment management, retail and commercial banking, consumer finance, and investment banking products and services to individuals and companies throughout the United States and, for certain businesses, internationally. For more information, visit <https://www.key.com/>.