



CHEMICAL BANK[®]
MEMBER FDIC

For Immediate Release

For further information

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"MICH AGAIN" CAMPAIGN ENVISIONS STATE RENEWAL

*Chemical Bank confident that innovation, hard work, sound investment
will fuel Michigan's economic comeback*

MIDLAND, Mich., August 3, 2009 – The Chemical Bank "MICH AGAIN" campaign launched today with a bold statement of renewal for the State of Michigan. The ad campaign, which includes print, outdoor, radio, web and in-branch marketing, invites the public to rediscover what makes this state great.

"This is a conscious effort to change the way people think and talk about Michigan," said Chemical Bank Chairman, President, and CEO David B. Ramaker. "We're reminding people that our strength isn't confined to a single product or industry. It lies in our innovation, our work ethic, our entrepreneurs and our communities. That's what has fueled Chemical Bank's growth for over 90 years. We'll continue to support our communities because the hard-working, creative people and businesses of Michigan will lead our economic comeback."

Chemical Bank is headquartered in Midland and has been operating exclusively in Michigan for over 90 years. The "MICH AGAIN" campaign is part of Chemical Bank's ongoing "Made in Michigan" campaign that launched in July 2008.

"We began this conversation a year ago with our 'Save Michigan' campaign; but, the conversation isn't over," explained Ramaker. "There are tremendous opportunities in Michigan. The industries that emerge as leaders will be those built on values that are foundational to this state – innovation, hard work, and the willingness to invest in both."

The "MICH AGAIN" campaign will run through August and will lead into an extended campaign that will focus on Michigan's renewal and demonstrate how Chemical Bank is strengthening Michigan communities with a solid base of financial products and services. More information is available at savingmi.com.

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Chemical Financial Corporation is the third largest bank holding company headquartered in Michigan. The company operates through a single subsidiary bank, Chemical Bank, with 129 banking offices spread over 31 counties in the lower peninsula of Michigan. Chemical Financial Corporation common stock trades on The NASDAQ Stock Market under the symbol CHFC and is one of the issues comprising the NASDAQ Global Select Market. Member FDIC.