

### CHAIRMAN'S LETTER

Dear Fellow Shareholder:



I am pleased to report our results for the quarter ending September 30, 2008. Deposits and Customer Repurchase agreements totaled \$24,969,000 up 34% from June 30, 2008. Loans ended at \$23,657,000 an \$8,938,000 increase over the 2nd Quarter. For the 9 months ended September 30 our Net Loss was \$ (773,000) , \$8,000 better than plan.

At this time we are in negotiations for two sites within our Pasco and Pinellas county footprints. We continue to place "JEFF" Remote Capture Scanners across the Tampa Bay Area. Pete Fletcher, our Jefferson Bank courier, continues to ensure quality service of our customers from Clearwater to Tampa and throughout Pasco County.

We continue to improve the quality of our electronic banking products as new advancements and upgraded security safeguards are rolled out from our vendor. In this Issue you will hear more about a product called CDARS (Back Page).



Rest assured that Jefferson Bank has come into this challenging environment stable and sound.

Now more than ever it is time for you to open your accounts at the same place that you have invested your hard earned money. Again, for our shareholders who are banking with us and who have referred business contacts to us we know you are enjoying your " Better Banking Experience."

On behalf of the Board of Directors and our dedicated team of Jefferson Bankers our sincere Thank you for your business and referrals.

Sincerely,

Robert B. McGivney  
Chairman / CEO

**JEFFERSON BANK OF FLORIDA  
OLDSMAR, FLORIDA  
September 30, 2008  
(UNAUDITED)**

**ASSETS**

**LIABILITIES AND  
STOCKHOLDERS' EQUITY**

Cash Due From Other Banks	\$ 1,056,653	Deposits	\$20,447,554
Fed Funds Sold & Investments	21,857,012	Customer Repurchase Agreements	4,521,608
		Total Deposits & Repurchase Agreements	\$24,969,162
Total Loans	\$23,656,704		
Allowance for Loan Loss	-297,813	Total Borrowings	\$ 5,429,000
Net Loans	\$23,358,891	Other Liabilities	274,799
		Total Liabilities	\$30,672,961
Premises & Equipment	1,641,154		
Other Assets	1,312,839	Stockholder's Equity	18,553,588
Total Assets	<u>\$49,226,549</u>	Total Liabilities & Stockholders Equity	<u>\$49,226,549</u>

# Jefferson Bank

## Special CD Rate

Choose your  
Certificate of Deposit

**4.00 %** APY  
for 18 months  
Minimum deposit \$1000

**3.50 %** APY  
for 12 months  
Minimum deposit \$1000

A Certificate of Deposit is a safe way to grow your money at a premium rate. The annual percentage yield (APY) provided above assumes interest will remain on deposit until maturity or for one year for accounts with maturities of less than one year. Interest will be compounded daily and credited monthly. Withdrawals could reduce earnings on an account. Certificates of Deposit may have a penalty imposed for early withdrawal. Rates are subject to change without notice. The Bank reserves the right to set minimum and maximum deposit amounts. The APY's advertised are effective as of 10/1/2008.

Phone 813.855.7500 / 727.781.7500 Call Kathleen or Rose for more information

FDIC INSURED

## Jefferson Dollars

More advantages shareholders have is our Jefferson Dollars reward program. Our program is simple: For every customer that you refer and they open an account at our bank you receive 25 Jefferson Dollars. Along with our mugs, insulated tumblers, pens, leather coasters, Columbia Short sleeve "Fishing Team" shirts and a new item just added is the cool-cap baseball cap – these caps are perfect for the boat, camping or just plain running around town. And these caps are available for 25 Jefferson Dollars. We have 4 color selections available. Send your referrals to:

Bob McGivney [Rmcgivney@JeffersonBankFL.com](mailto:Rmcgivney@JeffersonBankFL.com)  
or Jim Nelson [Jnelson@JeffersonBankFL.com](mailto:Jnelson@JeffersonBankFL.com).



*Cool Caps*

## Jefferson Bank Focus



Margaret "Mickey" Orr, our Executive Vice-President & Chief Financial Officer, previously was Regional Controller for Whitney Bank (Tampa Bay) following the Madison Bank merger in 2004. Mickey spent 21 years at Madison & Whitney Banks combined.

Mickey began her banking career in Cincinnati, Ohio until the Ohio winters got too cold and in October, 1981 after being a life-long resident - Mickey and her family moved to sunny Florida.

Now with three children in various parts of the country, Mickey and her husband Bill spend as much time as they can visiting them. Their oldest, Jennifer, graduated from UNC as a Doctor of Audiology and is now married and living in Athens, Georgia. Jessica is at the University of California, Berkeley pursuing her doctorate in biomedical engineering. Mark is attending the University of Central Florida working on a degree in finance.

Mickey's husband, Bill, has been instrumental in providing graphics, illustrations, and photography for many of Jefferson Bank's advertising and promotional pieces just as he did for Madison.

Mickey is a fellow shareholder and a vital member of our Executive Management team. When asked for a comment on Mickey, Bob McGivney stated. "For those who haven't yet had the pleasure to work with Mickey, let me tell you that she adds a depth and breadth to Jefferson Bank like no other. She is a positive force who shares the Better-Banking-Experience vision at Jefferson Bank while keeping her eye on the details. I KNOW Mickey will accomplish anything I throw her way and get it done AHEAD OF TIME."

Mickey is available to you for any help you may need and can be reached at her direct number 813-749-2702 and/or e-mail is [MOrr@JeffersonBankFL.com](mailto:MOrr@JeffersonBankFL.com).

# Jefferson Bank

## Jefferson Bank Board of Directors:

Gary L. Blackwell,  
Real Estate Developer and Investor

Melvin S. Cutler, Investor and founder of Cutler Associates, a Design/Build firm with offices in Tampa, Massachusetts and Pennsylvania

Stephen H. Jacobs, M.D., Board Certified Internal Medicine and President of Morton Plant Mease Primary Care

Robert B. McGivney, Chairman/CEO,  
Jefferson Bank of Florida

Joseph L. Oliveri, A.I.A., Oliveri Architects

Paul J. Wikle, CCIM, Coldwell Banker/Wikle Properties / Real Estate Investor

## Jefferson Bank of Florida Officers

Robert B. McGivney  
Chairman/CEO

James P. Nelson  
President/Chief Operating Officer  
Senior Lending Officer

Mickey Orr  
EVP/Chief Financial Officer

Bill Ecob  
Vice President/Operations

Maggie Mathey  
Vice President/Loan Operations

Joseph M. LaRussa  
Vice President /Commercial Lending

Linda Jouben  
BSA/Bank Compliance Officer

## Community Bank Advantages

Community banks focus attention on the needs of local businesses and families. Conversely, many of the nations' megabanks are structured to place a priority on serving large corporations.

Unlike many larger banks that may take deposits in one state and lend in others, community banks channel most of their loans to the neighborhoods where their depositors live and work, helping to keep local communities vibrant and growing. This philosophy works the other way – lenders can make better lending decisions because they are more familiar with the companies and properties in the communities in which they live and work.

Community bank officers are more accessible to their customers on site. CEO's at bigger banks are often headquartered in office suites, away from daily customer dealings.

Community bank officers are typically deeply involved in local community affairs.

Many community banks are willing to consider character, family history and discretionary spending in making loans. Megabanks, on the other hand, often apply impersonal qualification criteria, such as credit scoring, to all loan decisions without regard to individual circumstances.

Community banks offer nimble decision-making on business loans, because decisions are made locally. Megabanks must often convene loan approval committees in another state.

Because community banks are themselves small businesses, they understand the needs of small business owners. Their core concern is lending to small businesses.



# Jefferson Bank

## CDARS

What is CDARS? CDARS is the Certificate of Deposit Account Registry Service. And it's the easiest most convenient way to enjoy full FDIC insurance on deposit amounts larger than \$250,000.

## One Bank

Everything is handled through our bank. Your large deposit is broken into smaller amounts and placed with other banks that are members of a special network. Then, those member banks issue CDs in amounts under \$100,000, so that your entire investment is eligible for FDIC insurance. By working with just one bank – our bank – you can receive insurance from many.

## One Rate

You earn one rate on your entire investment –so you can forget about multiple rate

negotiations and the need to consolidate multiple disbursement checks.

## One Statement

You receive one regular account statement listing all of your CDs, along with their issuing banks, maturity dates, interest earned, and other details.

**It's that simple.**

## Do We Have Your Email?

Receive our newsletter and selected announcements and stay informed about what's happening at Jefferson Bank. Of course, your information is never shared with outside parties and you can unsubscribe at any time by emailing [info@JeffersonBankFL.com](mailto:info@JeffersonBankFL.com). If you would like to receive communication from us via email, please email Kelly Reinbolt at [kreinbolt@JeffersonBankFL.com](mailto:kreinbolt@JeffersonBankFL.com) or call 813.749.2789 or 727.781.7500 x2789.



# Jefferson Bank

V I E W & O V E R V I E W

3711 Tampa Road  
Oldsmar, FL 34677

**Jefferson Bank**  
**A Better Banking Experience**

