Jefferson Bank
MEMBER FDIC

VIEW & OVERVIEW

Third Quarter 2009 www.JeffersonBankFL.com Issue 3 Vol 2

CHAIRMAN'S LETTER

Dear Fellow Jefferson Shareholder:

Careful, steady growth continues to be our strategy. Third Quarter Deposits of $60,734,000 increased 143% from a year ago and up $12,000,000 or 25% from June 30, 2009. Outstanding loans at $38,373,000 are up 64% from a year ago but down $1,600,000 from the Quarter ending June 30, 2009. Our current loan pipeline has increased substantially and we look forward to establishing new relationships in the last quarter of the year.

The net operating loss for the Third Quarter was 14% better than plan at $111,500, a 36% reduction from the Second Quarter of 2009 and a 55% reduction from the Third Quarter of 2008.

I am pleased to announce David L. Brandon of Brandon Construction was elected to the Board of Directors at the October meeting. David is a seasoned Bank Director, a Founding Jefferson Bank Shareholder, and active community leader.

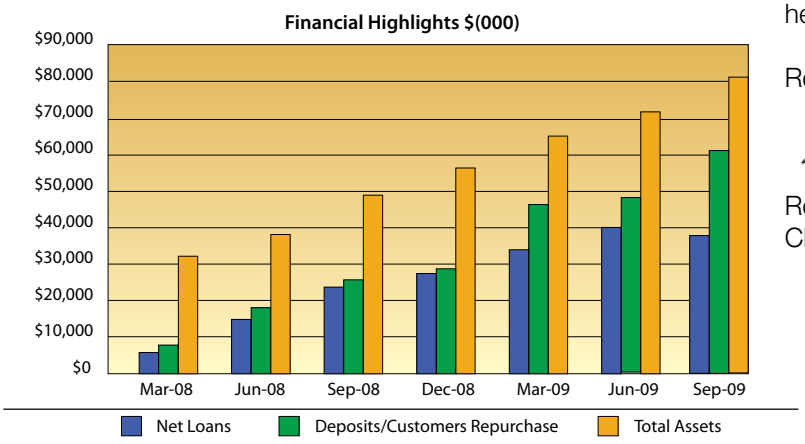
During the summer, the Board elected Susan L. Martin, Senior Vice-President / Commercial Lending. Susan has been a Commercial Lender in this market for over 20 years and she brings her experience and customer following to Jefferson Bank.

Kyle Jemtrud joined Jefferson as Residential Lending Manager in early September. Kyle, Rachel, and their family moved to the Tampa Bay Area when Rachel was transferred by the Dave Thomas Foundation from Minnesota. Having spent the past six weeks readying systems, our website, and compliance testing Kyle says; "Jefferson Bank's Mortgage Department is open for business." You can reach Kyle on his direct line, 813-749- 2740 or at KJemtrud@JeffersonBankFl.com. Of course, all mortgage lending is accessible on our website under Personal Banking.

As our Second Anniversary approaches on December 3rd, I want to personally thank the Board, our Jefferson Bankers, and in particular our shareholders who have fulfilled our shared vision for Jefferson Bank by moving their banking business to their bank. For those shareholders who are surprised that it's been two years, please call me today to make arrangements to move your banking relationship to Your bank. We need you to help fulfill the vision.

Respectfully,

Robert B. McGivney
Chairman / CEO



JEFFERSON BANK OF FLORIDA
OLDSMAR, FLORIDA
THIRD QUARTER, 2009
(UNAUDITED)

ASSETS		LIABILITIES AND STOCKHOLDERS' EQUITY	
Cash & Due From Banks	$818,000	Deposits	$55,246,000
Securities	38,227,000	Customer Repurchase Agreements	5,488,000
		Total Deposits & Repurchase Agreements	$60,734,000
Total Loans	$38,921,000		
Allowance for Loan Loss	(548,000)	Total Borrowings	$1,000,000
Net Loans	$38,373,000	Other Liabilities	499,000
		Total Liabilities	$62,233,000
Premises & Equipment	$1,471,000		
Other Assets	1,735,000	Stockholders' Equity	18,391,000
Total Assets	$80,624,000	Total Liabilities & Stockholders' Equity	$80,624,000

Jefferson Bank

Shareholder Checking

As a Jefferson Bank Shareholder you have a safe and sound place for your money. Uniquely for our Shareholders, it's our Jefferson Bank Shareholder Interest Checking Account. We offer you .25% discount on consumer installment loans when your payments are conveniently debited automatically from your checking account and .25% more on our stated interest rates on CD's once you open your Shareholder checking account with us. Minimum $100 to open and $1,000 to earn interest.

Your Shareholder Account includes the following benefits:

- Jefferson Bank MasterCard Debit Card
- Safe Box Rental (3 x 10) 50% off first 3 years
- No Fee ATM at Jefferson Bank and all Publix Presto! ATM's
- Official Checks are Free
- Notary Service is Free
- Plus, your first 3 orders of our Jefferson "Shareholder Checks" are Free.
- Online Access with unlimited Bill Pay Banking. This product provides an easy and convenient way to transfer funds, view check images, obtain information about accounts and even pay bills, 24 hours a day, seven days a week.

And don't forget to ask for your set of Tervis Tumbler Cups as quantities are limited. Call Meredith James, Kathleen McPhillips or Rose Fasano to open your Shareholder Account today.

Simple Steps to Safeguard Your Identity

You can take these simple steps to avoid becoming a victim:

- Don't give your Social Security or account numbers to anyone over the phone unless you initiated the call.
- Tear up receipts, old account statements, and unused credit card offers before throwing them away. Crooks could steal information from your trash and use it to get credit in your name.
- Review your account and credit card statements as soon as you receive them, checking for unauthorized transactions.
- Protect your PINs and computer passwords; use a combination of letters and numbers and change them often. Never carry this information with you. Writing down passwords is a serious breach of security, because it means that anyone who can physically get to the piece of paper, sticky note or PDA that contains the password, can also log into systems with your accounts.

The safest solution for choosing good passwords is to use a randomly generated or seemingly random password that:

1. Is at least 6 characters long, and longer if possible.
2. Contains a mix of upper and lower case letters.
3. Includes numerals, special characters, and punctuation.
4. Is not based on any personal information. Is not based on any dictionary word.

Examples of strong passwords include:
De2#vu 5sd$oiP er89T|

When to Change Your Password

Perhaps just as important as how to choose a new password is when to do it. New passwords are most easily remembered if you start using them immediately, and use them often. Don't change your password at the end of the day, the end of the week, or before a holiday. Instead, change your password in the morning, at the start of the week. Your mind will be clearer, and frequent use of the new password will reinforce your memory.

Order copies of your credit report once a year to ensure accuracy. Report any suspected fraud to your bank and credit card issuers immediately so they can start closing your accounts and clearing your name as soon as possible.

Jefferson Bank

Jefferson Bank Board of Directors:

Gary L. Blackwell,
Real Estate Developer and Investor

David L. Brandon, President
Brandon Construction, LLC.

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
Executive Vice President
Chief Financial Officer

Susan L. Martin
Senior Vice President
Commercial Lending

Bill Ecob
Vice President/Operations

Maggie Mathey
Vice President/Loan Operations

Joseph M. LaRussa
Vice President/Commercial Lending

Renee K. Jones
Vice President/Treasury Management

Meredith James
Vice President/Financial Center Manager

Linda Jouben
BSA/Bank Compliance Officer

Jefferson Bank Focus

Susan L. Martin, Senior Vice President / Commercial Lending Officer joined Jefferson Bank August 3, 2009. Susan was born and raised in Johnstown, PA, a steel town outside of Pittsburgh. She attended the University of Georgia in Athens, GA, where she received a B.S degree in Psychology and a Master of Business Administration degree (with emphasis in Marketing and Finance).

Immediately following college Susan moved to Tampa Bay where she has been in banking ever since. Susan has done an array of jobs from Administration and Operations areas to Assistant Branch Manager and Branch Manager of a large branch. But where she excelled and what she still loves was interacting with and assisting bank customers. Susan moved into the Commercial Lending Department of a bank after spending two years in the Credit Department where she learned and performed underwriting and credit analysis in preparation for her new Commercial Lending career. After 20 years in Commercial Lending, Susan knows that she made the right decision when she moved from bank operations to commercial lending.

Service to her community includes (Past and Present): Rotary Club of Palm Harbor, Board of Directors of the Humane Society of Pinellas, Keystone Civic Assoc., United Way of Pinellas, and Project P.U.P (Pets Uplifting People). She recently joined the Upper Tampa Bay Regional Chamber Economic Development Committee.

When she is not working her five acres of wooded bliss (zoned Agriculture) in Tampa, Susan spends her free time biking the local trails, tent camping, canoeing, and catamaran sailing.

As Susan says it best, “I have forged relationships with my customers that have spanned many years and in many cases still continue. My goal with each customer is to become their ‘trusted advisor’. I am passionate in my desire to provide not just a loan, but rather service which exceeds expectations and an ongoing financial relationship that will assist them in maximizing their success over time.”

You can trust Susan with your business needs or your referrals. Susan’s direct number is 813-749-2790 or reach her at 727-781-7500 x2790

Jefferson Bank

Shareholder Method of Contact

As a shareholder, Jefferson Bank from time to time would like to contact you by phone, email or mail. As we grow and get new products, services and promotions, what is your preferred method for us to contact you?

Mail the attached form back to Kelly Reinbolt at kreinbolt@JeffersonBankFL.com, or 3711 Tampa Road, Oldsmar, FL 34677, or call her at 813.749.2789.

Name:_____

Preferred Method of Contact:

❑ EMAIL_____ _____@_____

❑ Phone_____ _____

❑ Mobile_____

❑ Mailing Address_____

_____

_____

❑ **Do Not Contact – other than Jefferson Bank of Florida Shareholder Newsletter and Updates.**

(If we don't hear from you we will continue with our current form of communication to send you Shareholder News, Updates and Promotions)

Please know we will NEVER share your information with anyone outside the bank.

EQUAL HOUSING LENDER

Jefferson Bank

VIEW & OVERVIEW

3711 Tampa Road
Oldsmar, FL 34677

Jefferson Bank
A Better Banking Experience