

### VIEW & OVERVIEW

First Quarter 2009 www.JeffersonBankFL.com Issue 1 Vol 2

#### **CHAIRMAN'S LETTER**



April 30, 2009

#### **Dear Fellow Jefferson Shareholder,**

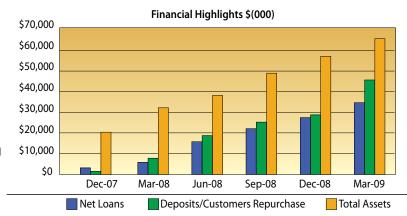
On behalf of the Board and our team of Jefferson Bankers it is a pleasure to share our First Quarter, 2009 results and

to update you on the progress of Jefferson Bank.

We filed applications with our regulators for a Palm Harbor branch. The branch will be at US 19 and Alderman in a former Wachovia branch. We anticipate approval and a fourth quarter branch opening. We are also adding mortgage lending to our banking products in the second quarter.

At March 31, 2009, we ended the First Quarter with

Total Assets of \$64,387,000, Net Loans of \$33,877,000 with a 1.32% Loan Loss reserve. Total Deposits, including customer repurchase accounts, were \$45,463,000. As you heard at the Shareholders Meeting we sold in late March long term, fixed-rate



securities to re-balance our investment portfolio and recognized extraordinary gains of \$387,000 creating a first quarter profit of \$71,000. We strive daily to "get into the black" and have targeted the second half of 2010 to achieve sustained profitability. Securities gains are not an operational focus at Jefferson, however managing interest rate risk is a continuing priority.

As of today, total assets are \$72,000,000, total deposits and customer repurchases are \$48,000,000, and net loans are \$39,000,000. Excellent growth thanks to our shareholders' business, referrals, and our hard working Team.

To all our shareholders who have moved their business and referred associates to Jefferson, our sincere Thanks for helping to fulfill our Vision. If you are not already banking at Jefferson, allow me to again extend the invitation for you to bank with YOUR Bank, where you can "move-the-needle" on your investment.

Thank you for your continuing confidence, business, and referrals.

Sincerely

Robert B. McGivney Chairman / CEO

#### JEFFERSON BANK OF FLORIDA OLDSMAR, FLORIDA FIRST QUARTER, 2009 (INALIDITED)

### (UNAUDITED) LIABILITIES AND STOCKHOLDERS' EQUITY

Cash & Investments	\$27,622,000	Deposits	\$41,945,000
Net Loans Receivable	33,877,000	Customer Repurchase Agreements	3,518,000
Premises & Equipment	1,615,000	Total Deposits & Repurchase Agreements	\$45,463,000
Other Assets	1,273,000		
		Total Borrowings	\$0
		Other Liabilities	330,000
		Total Liabilities	\$45,793,000
		Stockholders' Equity	18,594,000
Total Assets	\$64,387,000	Total Liabilities & Stockholders' Equity	\$64,387,000

# Jefferson Bank

### **Treasury Management Services**

"Jefferson Bank offers a full array of treasury management solutions that can be tailored to you," said Renee K. Jones, VP/Treasury Management. "By staying on the forefront of technology, particularly with electronic payments, we help our clients operate their businesses more efficiently, economically and competitively."

"Jefferson Bank is committed to providing our business clients with flexible, scalable payment services that help drive value, and satisfaction" said James P. Nelson, President & COO of Jefferson Bank. "We have already saved many of our customer's money with Merchant Services, Business Online Banking, Sweep Accounts, Positive Pay and JEFF Remote Deposit. Keep an eye on check fraud electronically by monitoring the checks clearing your account with our Positive Pay online protection service.

Renee can set an appointment with you, analyze your bank statements, and give you feed back that can often save you money. Use the latest technology to quickly process deposits from anywhere so you have faster funds availability and can reduce costs by consolidating your banking relationships with one bank.

For businesses with important things to do, Jefferson Bank offers a commercial courier service to get your deposits or important documents to the bank.

### SOME OF OUR SERVICES

- Business Online Banking
- JEFF Remote Deposit
- Positive Pay
- ACH
- Wire Transfer
- Sweep Account
- Business Loans and Lines of Credit
- Repurchase Agreements

\*Not insured by the FDIC, Not a deposit or other obligation of, or guaranteed by Jefferson Bank, Subject to investment risks, including possible loss of the principal amount invested.

- Escrow Account
- Merchant Services
- Courier Service

Let's see if Renee can save you time and money with our treasury management services. Contact Renee Jones at RJones@JeffersonBankFL.com or 813-749-2780.

## Lending Solutions For Today's Investor, Owner or Business!

Jefferson Bank is now accepting Commercial Loan Applications. Jefferson Bank specializes in providing commercial Real Estate lending services that will accommodate all your financing needs.

Our goal is to assist business owners and investors, in obtaining commercial real estate loans in a prompt, efficient and professional manner.

All inquires will be returned within TWO BUSINESS DAYS OR LESS



Call Joe LaRussa, VP/Commercial Lender 813-749-2787 or Eric Treichel, VP/Commercial Lender 813-749-2790 to see how Jefferson Bank can help you meet your needs.

# 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

Renee K. Jones, Vice President/Treasury Management

Eric S. Treichel, Vice President/Commercial Lender

Linda Jouben BSA/Bank Compliance Officer

### Jefferson Bank Focus



Meredith Roun, our Financial Center Manager, joined the Jefferson Bank team in November 2008. She previously was a Financial Center Manager for Wachovia Bank, in St. Petersburg. Meredith has 22 years of banking experience in Pinellas County.

As a life-long resident of Pinellas County, Meredith recently moved to the Westchase area of Hillsborough County and embraces the opportunity to further integrate Jefferson Bank's "Better Banking Experience" philosophy into both counties.

Having worked in all retail bank job positions during her career, Meredith understands the customer experience and works with her branch staff to continuously keep service levels two notches above the competition.

"Jefferson Bank offers our customers a true personal banking relationship. We take the time to get to know and understand our customers, which ensures we meet, and exceed, their expectations."

Meredith is engaged, and enjoys spending time with her family and two dogs.

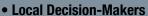
Meredith welcomes your calls and invites you to stop into the branch. She may be reached at 813-749-2750 or email her Mroun@ JeffersonBankFL.com.



Jefferson Bank
Board Of Directors:
left to right
Gary L. Blackwell
Stephen H. Jacobs
Paul J. Wikle
Melvin S. Cutler
Robert B. McGivney
Joseph L. Oliveri

# Jefferson Bank

# Maximize Your Business by Banking with Jefferson B



Answer our own phones

Personal Banking Relationships you can trust

3711 Tampa Road Oldsmar, FL 34677 813-855-7500 727-781-7500





A COPY OF THE

### **2008 ANNUAL REPORT**

to have it mailed

**CAN BE VIEWED AT OUR WEBSITE www.jeffersonbankfl.com CLICK ON SHAREHOLDER RELATIONS OR CONTACT KELLY REINBOLT at** 813-749-2789 or 727-781-7500



### Jefferson Bank

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3711 Tampa Road Oldsmar, FL 34677

