

VIEW & OVERVIEW

Fourth Quarter 2011 www.JeffersonBankFL.com Issue 4 Vol 4

CHAIRMAN'S LETTER



Dear Fellow Jefferson Shareholder:

On behalf of the Board of Directors and our team of Jefferson Bankers I am pleased to share the unaudited results for the fourth quarter and for the year.

For the year, total assets increased 24% to \$140,757,000, net loans were up 28% to \$72,112,000 and deposits increased 32% to \$106,037,000. Investments increased 23% to \$63,939,000.

Earnings for the fourth quarter were \$163,000, up 61% from the fourth quarter 2010 and 18% over the third quarter of 2011. The branch opened October 31st so those expenses are in the fourth quarter. For the year, we earned \$521,538 after taxes. The book value at year end was \$8.90 per common share up from \$7.86 a year ago.

ASSETS

The foreclosure sale of one non-performing loan was

delayed to the first quarter of this year. Total NPA's at year-end were \$783,386, or 0.56% of assets, a fraction of the industry average. Jefferson received a very high rating from the Florida Office of Financial Regulation November examination and we are rated 4 Stars by Bauer Financial.

Financial Highlights \$(000) (Unaudited)

\$150,000

\$110,000

\$70,000

\$50,000

\$10,000

Dec-09 Mar-10 Jun-10 Sep-10 Dec-10 Mar-11 June-11 Sept-11 Dec-11

Net Loans Deposits/Customers Repurchase Total Assets

The North Pinellas branch is doing well and Rose Fasano and her team are there to help you and your friends with all your banking needs. Since we never know when or where the next opportunity will present itself, we remain on the lookout within our markets.

To make the most of this market opportunity, Joe LaRussa is now at the Nebraska and U.S. 19 office. Jim Nelson and the other commercial lenders are ready to help with any lending opportunity. Call Gary Gray in Clearwater or Susan Martin in Oldsmar to assist you and your associates.

Beth Larson and the Mortgage Lending group continue to help more and more customers with their mortgage needs which had a positive impact on our fourth quarter bottom line. Elena has closed a number of Reverse Mortgages and if you have family or friends in Boca Raton or Broward County, call Howard or Mark at 561-487-3640.

Thank you for your continuing confidence and support.

Remember to open your accounts at Your bank. Please refer your friends and associates to Jefferson for a Better Banking Experience.

Sincerely

Robert B. McGivney / Chairman / CEO

JEFFERSON BANK OF FLORIDA OLDSMAR, FLORIDA FOURTH QUARTER, 2011 (UNAUDITED)

FOURTH QUARTER, 2011 (UNAUDITED) LIABILITIES AND STOCKHOLDERS' EQUITY

Cash & Due From Banks	\$ 1,324,000	Deposits	\$101,717,00
Securities	63,939,000	Customer Repurchase Agreements	4,320,00
		Total Deposits & Repurchase Agreements	\$106,037,00
Total Loans	\$ 74,037,000		
Allowance for Loan Loss	(1,925,000)	Total Borrowings	\$ 13,075,00
Net Loans	\$ 72,112,000	Other Liabilities	487,00
		Total Liabilities	\$119,599,00
Premises & Equipment	\$ 1,296,000		
Other Assets	2,086,000	Stockholders' Equity	21,158,00
Total Assets	\$140,757,000	Total Liabilities & Stockholders' Equity	\$ 140,757,00

Jefferson Bank

Jefferson Bank Focus



Margaret (Peggy) Fanning,

joined Jefferson Bank on 11/16/2011. Born in Indianapolis, IN she transferred to Florida in 2001 and relocated to Oldsmar in October, 2009. Peggy has been in the mortgage industry for 26 years handling all aspects of the mortgage process. Her extensive

experience in the mortgage industry includes loan processing, underwriting, closing, originating, operating builder owned mortgage companies, as well as the industry's latest growth area, loan modification.

Before joining Jefferson Bank, Peggy worked in audit and compliance for a major bank and brings this experience to the mortgage division. As processing manager, she will be updating and enhancing procedures and have an ongoing effort to ensure all industry compliance and regulation guidelines are met.

As a resident of Oldsmar, Peggy is thrilled with the opportunity to join a bank within her own community and looks forward to providing the great customer service for which Jefferson Bank is so well known.

Peggy enjoys cooking and spending time with her two dogs. She also enjoys spending time with her parents who live in the area as well.



Sandra Clark,

Personal Banker, came to Jefferson Bank from BB&T in October 2011 with over 30 years experience in the banking industry. When asked about making the move to Jefferson, Sandy says "I am thrilled to be working at Jefferson Bank where customer service is of the utmost importance."

She originally hails from Massachusetts and moved to sunny Florida 18 years ago. She has 2 grown children and 7 grand children. She loves the Florida sunshine and was recently overheard saying, "I will never shovel snow again!"

Jefferson Bank Focus

We were excited to open our North Pinellas office in Palm Harbor during the 4th Quarter. The top notch staff includes our own Rose Fasano, the return of Donna Thompson, Norma Stiles and Joan Conroy, both new additions to the Jefferson Bank family along with Joe LaRussa for any of your lending needs.

We celebrated our Grand Opening with an Open House for our customers and shareholders and hosted the Palm Harbor Chamber for a Ribbon Cutting.

The branch also hosted a luncheon to get acquainted with the other tenants in the building.





Jefferson Bank







Jefferson Bank Board of Directors:

Gary L. Blackwell, Real Estate Developer and Investor

David L. Brandon, President Brandon Construction Company, Inc.

Ronald S. Hockman, President Hockman Insurance Agency, Inc.

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/Commercial NRT/Real Estate Investor

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> Mickey Orr Executive Vice President Chief Financial Officer

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Beth A. Larson Vice President/ Mortgage

Joseph M. LaRussa Vice President/Commercial Lending

Maggie Mathey Vice President/Loan Operations

Larry Witt Vice President Operations/IT

Tammy D. Brigmond Administrative Officer

Linda Jouben BSA/Bank Compliance Officer

Elena Katsulos Reverse Mortgage Specialist Mortgage Loan Originator

Jefferson Bank

Come visit
us at our
new North
Pinellas
Office.
We are now
open for
business



Located at the corner of U.S. Highway 19 & Nebraska behind Starbucks. 33920 U.S. Highway 19 North, Suite 180 Palm Harbor, FL 34684



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3711 Tampa Road Oldsmar, FL 34677



