

NEWS RELEASE

For immediate release

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INSIGNIA BANK ANNOUNCES “TRANSFER INITIATIVE”

Sarasota, Fla. October 17, 2011—Insignia Bank announces “Transfer Initiative”. This initiative is designed to simplify both the decision making process and the task of changing banks.

The initiative includes the following:

- FREE Bill Pay Transfer Assistance (one of our Customer Service Representatives will sit with you to complete the setup of your Bill Pay service).
- FREE Debit Cards.
- FREE UChoose Rewards Program (YES, we reward you for using your Debit Card).
- FREE Worldwide ATM Usage (YES, we pay the fees you may be charged by using another institution’s ATM).

Insignia Bank is a locally owned and operated Community Bank. Charles G. Brown, III, Chairman and CEO said “while we have always offered the above services to our clients, we feel NOW is the time to make sure the community is aware of the differences at Insignia Bank.” Unlike many of the large institutions, Insignia Bank focuses on our customers by providing exceptional customer service while offering products and services at low or no cost. Stop in today and experience the difference for yourself!

Insignia Bank’s main office is located at 333 North Orange Avenue at the corner of Fruitville Road in Sarasota, FL. Insignia’s other branch office is located at 5850 Fruitville Road at the intersection of Cattlemen Road in Sarasota, FL. Insignia Bank’s primary lines of business include consumer and commercial deposit services, commercial real estate lending, residential and commercial mortgages, and investment services. www.insigniabank.com

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