



First Federal of Lakewood

family tree

Dear Customers and Friends,
As we began 2009, we knew that this unprecedented economic downturn would adversely impact all of us within this geographic region. Although we are starting to see signs that suggest that the economic recovery has begun, we know that this recovery will be lengthy and continue to provide challenges to local businesses as well as consumers.

Despite this most difficult environment, I am pleased to report that your community bank continues to weather this storm and it remains safe, strong and secure. We are proud of the fact that we have reported net income in each of the first three quarters this year, we are on track to close a record of over \$400 million in loans and our overall market share in Cuyahoga and Lorain counties grew from 18th position in 2008 to 7th in 2009. Also, our capital ratio of 10.70% makes First Federal a well-capitalized company by regulatory definition.

Our success can be attributed to following our guiding principles, staying true to our core values and our mission. We also continue to remain focused on our customers and the communities we serve.

We pledge our continued commitment to being your customer friendly community bank that provides a wide variety of quality products, competitive



pricing, quality customer service and ease of doing business. You can also count on First Federal of Lakewood to remain safe, strong and secure by continuing to invest prudently in the

communities and customers we serve.

As you read through this edition of "The Family Tree" you will see our theme was to include articles to help consumers become well informed and to feature products designed to save you time and assist you in managing your money.

In closing, we appreciate your continuing business and loyalty and thank you for choosing First Federal of Lakewood as your trusted financial partner.

On behalf of the First Federal family, I wish you and your family a joyous holiday season and a happy, healthy and prosperous New Year.

Sincerely yours,

Gary R. Fix
President and CEO

NEWS & NOTES



First Federal and Old Republic Title Insurance Group of Northern Ohio joined forces to create First Federal Title. This company was created to make it more convenient and affordable for our mortgage customers to purchase reliable title insurance.

Personnel News – New Hires



Jeff Kolenic, Area Sales Manager, First Federal Lending, Solon Office.



Jim Riedl, Area Sales Manager, First Federal of Lakewood, Rocky River Office.



Tom Plucinsky, Mortgage Loan Specialist, First Federal Lending, Solon Office.



We've Been Here. We'll Be Here.

www.FFL.net

The Classic at Mastick



Once again, First Federal of Lakewood was the lead sponsor of the 17th annual Classic at Mastick 5k Run. This year's event took place on August 12, 2009 at Rocky

River Reservation of the Cleveland Metroparks. Proceeds from the race went to The Classic at Mastick College Scholarship Fund.

In addition to providing financial support, many First Federal employees volunteered to help oversee the day's activities, while some even participated in the race.

Gary Fix, First Federal President and CEO, also on hand to help with the race commented, "There are many reasons why we continue to sponsor the Classic at Mastick race. It's a fun, healthy, family oriented event, that showcases a high level of commitment from local high school cross country teams. It's also very gratifying to be able to provide \$8,000 in scholarship money to help these student athletes further their education."

Fix also complimented John Nakel, race director, for a job well done. More than 500 runners participated in this year's event and the maximum race capacity was reached once again.

For more information and race results visit www.ClassicAtMastick.com.

Youth Challenge Sports



First Federal of Lakewood was a contributing sponsor of the 24th annual Dave Hartman Memorial Youth Race. More than 120 disabled youth, accompanied by teen

volunteers, participated in the event held at Clague Park. For more information visit www.YouthChallengeSports.com.

Foodbank Program



First Federal is committed to the fight against hunger in our community. For every checking account opened from September 1 through December 31, 2009, First Federal of Lakewood will donate \$5 to the Cleveland Foodbank.

Mortgage Lending Solutions

Discover The First Federal Difference

Purchasing a home is one of the biggest financial decisions you will ever make. You should work with a trusted, knowledgeable lender when securing a mortgage loan.



First Federal of Lakewood offers a unique combination of price, selection and personal service that other lenders cannot match.

- ✓ *Low rates and fees make our loans affordable*
- ✓ *A wide variety of fixed, variable and specialty products allows us to provide a mortgage that best fits your needs*
- ✓ *Local decision making means you will enjoy a quick turnaround on your application*
- ✓ *Our loan professionals are available to meet you at a time and place that is convenient for you*

If you, or someone you know, are thinking about purchasing a new home or refinancing, please call us at (216).529.LOAN (5626).



Government Refinance Program

If you are a homeowner who was hit hard by recent economic conditions, but stayed current on your mortgage payments, you may be eligible for relief through the Home Affordable Refinance Program, which is subsidized by the federal government.

The goal of this program is to help eligible borrowers who have been unable to take advantage of lower interest rates because the value of their homes have decreased. This program may allow you to refinance your mortgage to take advantage of more attractive rates.

To learn more about this program and see if you qualify please contact a Mortgage Loan Specialist at 216.529.LOAN (5626).

Economics 101: Student Checking Accounts



First Federal of Lakewood understands the importance of teaching teens and young adults how to manage their money. That's why we offer FREE student checking accounts with a variety of valuable features to help students learn to make sound financial decisions.

- Designed for individuals 16 to 24 years old
- Minimum \$10 deposit to open
- Unlimited check writing
- Free debit card
- Free online banking
- Free transactions at more than 1,375 ATMs

More Access to Your Cash

More ATM Access

Don't forget that as an FFL customer you have direct access to more than 1,375 First Federal and Huntington Bank ATMs*. Contact your local branch or Customer Service at 216.529.2700 to learn how you can qualify for FREE Huntington Bank ATM transactions.



Online Banking and Bill Pay

We know our customers lead busy lives and appreciate convenient banking options. To help save you time and simplify your banking experience, sign-up for First Federal's FREE Online Banking and Bill Pay services at www.FFL.net. These products allow you 24-hour access to view your account balances and monthly statements, transfer funds, pay bills and more.

For more information contact your branch or FFL Customer Service at 216.529.2700.

* The Huntington National Bank is Member FDIC.  and Huntington® are federally registered service marks of Huntington Bancshares Incorporated.

INVESTMENT SERVICES

Resolve to Gain in the New Year

As we head into the New Year, we all make resolutions to do things better than we did last year. This sentiment is especially true when it comes to saving money and building a nest egg.

Make it your resolution to schedule an appointment with an FFL Investment Services Investment Adviser Representative to discuss your financial goals. These professionals will carefully work with you to develop a financial plan designed to meet your individual needs.

Call 216.529.2700 to schedule an appointment today.



Advisory Services may only be offered by Investment Adviser Representatives in connection with an appropriate PRIMEVEST Advisory Services Agreement and disclosure brochure, as provided.

PRIMEVEST® Financial Services, Inc., is an independent, registered broker-dealer, member FINRA/SIPC, and is not affiliated with First Federal Lakewood. Securities and insurance products offered by PRIMEVEST: • Not FDIC/NCUSIF insured • May go down in value • Not financial institution guaranteed • Not a deposit • Not insured by any federal government agency. PRIMEVEST registered office: 14806 Detroit Avenue, Lakewood, OH 44107.

Branch Contact Information

Avon

36839 Detroit Rd. • 440.934.0314

Avon Lake

32812 Walker Rd. • 440.930.5161

Brunswick

1812 Pearl Rd. • 330.273.0012

Fairview Park

22380 Lorain Rd. • 440.716.9708

Lakewood

14806 Detroit Rd. • 216.221.7300

North Olmsted

26614 Lorain Rd. • 440.777.9000

North Ridgeville

34385 Center Ridge Rd. • 440.327.1311

Olmsted Township

26908 Cook Rd. • 440.235.7154

Rocky River

20425 Center Ridge Rd. • 440.895.9586

Strongsville

14244 Pearl Rd. • 440.572.6080

Westlake/Crocker

2035 Crocker Rd. • 440.835.4409

Westlake/Detroit

24441 Detroit Rd. • 440.871.4667

Branch Hours:

Mon.-Thu. 9-4, Fri. 9-6, Sat. 9-1

Auto Teller Hours:

Mon.-Thu. 8-4* (*no Drive-up at Strongsville
Fri. 8-6 or Westlake/Crocker)
Sat. 9-1

TellerPhone:

216.529.5600 • 1.800.966.8400
(outside Cuyahoga County)

Email Comments & Questions:

info@FFL.net

Customer Service & More:

216.529.2700 • 1.800.966.7300
(outside Cuyahoga County)

Customer Service Hours:

Mon.-Thu. 8-5, Fri. 8-6, Sat. 9-1

Online Service & Banking:

www.FFL.net

First Federal Lending

Columbus Office

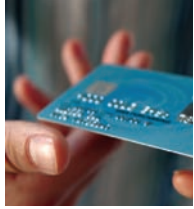
128 County Line Rd. West, Suite C • 614.410.5115

Solon Office

31500 Bainbridge Rd., Suite 5 • 440.498.9900



Message from Gary Fix



College Students and Credit: Start Smart



17th Annual Classic at Mastick



Student Checking Account Benefits



14806 Detroit Ave.
Lakewood, Ohio 44107-0032

PRESORTED
STANDARD
US POSTAGE PAID
CLEVELAND, OH
PERMIT NO 1723

Fall/Winter 2009



First Federal of Lakewood

familytree

CONSUMER CORNER

Tips For Credit Card-Smart College Students



College is an exciting time when young adults begin to gain their independence. To be successful, students need to learn how to budget their time, as well as their expenses.

A recent study done by Student Monitor reported that nearly two-thirds of undergraduates acquire their first credit card before age 19. To help students understand how to use credit wisely, the National Foundation of Credit Counseling (NFCC) provides the following tips for students:

Shop around for the best card for your situation, spending habits and ability to pay. Do not select a card based solely on convenience or free offers. Review the APR (annual percentage rate), annual fee, grace period, penalty fees and balance calculation method used.

Establish a budget. Keep track of the money in your bank account and what is being spent, including required monthly credit payments. If possible, only use the credit card for emergency purposes and stay well below your credit limit.

Use prepaid cards or debit cards when possible and do not overdraw your account. Record all purchases in your checkbook and review your bank statements frequently.

Be aware of fraud. Protect yourself from identity theft and fraud. Never lend your card to someone, leave your card or receipts lying in the open, or give your account number to unknown sources.

Establish good credit now. Your credit behavior now will affect your credit rating later. Your credit score will be used when you apply for a loan or a credit card, and possibly when you seek a job or an apartment.

Know your score. All U.S. consumers are entitled to a free copy of their credit report every 12 months. Request a copy online at www.AnnualCreditReport.com.

Help is available. Visit www.NFCC.org or contact First Federal of Lakewood for additional product advice and smart banking tips.



www.FFL.net