



December 2011

First Federal Lakewood

family tree

Dear Customers and Friends,

As I reflect back on 2011, I am proud to report that First Federal Lakewood, your Community Bank, had yet another busy, productive and successful year.

I am also pleased to report that as of September 30, 2011, we recorded our 15th consecutive quarter of net income since the beginning of the credit and financial crisis of 2007. With our strong financial position we are well poised for future growth. Please rest assured that as we grow we will continue to place a high value on our customers and the communities we serve.

We are on target to achieve another record setting year for mortgage loan production and we continue to add capacity by hiring mortgage loan specialists in all the markets we serve. Also, to enhance our customer service we are pleased to have opened our new North Olmsted branch on November 16, 2011, which is just a few steps from our original branch. In January, 2012, for your convenience, we will be opening our new Strongsville branch which will be right across the street from our original branch.

You may recognize our current advertising theme that states we are "Greater Cleveland's Community Bank." This is not a claim we make lightly and it is what separates us



from our competition. We feel it is to our customers' advantage that we are mutually owned by our depositors, offer

products that are straight forward with no hidden fees and have been headquartered in Lakewood since 1935. It is equally important that we support the communities we serve and have a rich history of supporting local charities, events and organizations.

In closing, we appreciate your continued business and loyalty, and thank you for choosing First Federal Lakewood as your trusted financial partner. On behalf of the entire First Federal family, I wish you a joyous holiday season and a happy, healthy and prosperous New Year.

Sincerely yours,

Gary R. Fix,
President and CEO

NEWS AND NOTES



In mid-November we put the finishing touches on our Century Bank acquisition by installing new signs at these five branches. All our 18 full-service branches are now called First Federal Lakewood.

PERSONNEL AND BRANCH NEWS

PROMOTIONS



Ted Yorkievitz
Promoted to Manager
Retail Operations Western
Division

NEW HIRES



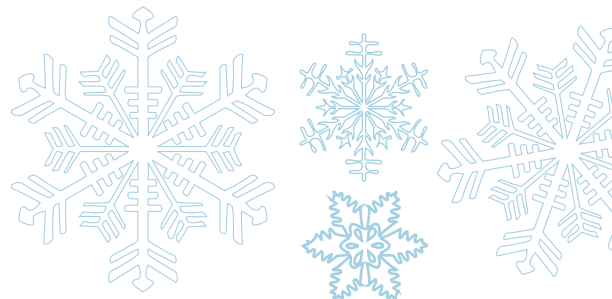
Brian J. Bott
Commercial Real Estate
Loan Officer



Heidi Finniff
Branch Manager,
Lakewood



FFL.net



IN THE COMMUNITY

District Rotarian Award



James D. Lechko, Investment Services Manager, was honored as the Northeast Ohio, District Rotarian of the Year for 2010-2011. President and CEO Gary R. Fix congratulated Jim on behalf of everyone at FFL for earning such high recognition and his community involvement.



The Classic at Mastick



Earlier this month Gary R. Fix, President and CEO and race director John Nakel presented 15 student athletes with \$7,500 in scholarships. First Federal was the race's primary sponsor for the 8th consecutive year.

CABOR Affiliate of the Year

Mortgage Loan Specialist Thom Rankin (left) was recently presented with the Cleveland Area Board of Realtors Affiliate of the Year award for 2011. Mr. Rankin is shown here with Jim Riedel, Area Sales Manager, who commented that this was a well deserved honor for Thom.



Foodbank Donation

First Federal is in the midst of its annual campaign to support the fight against hunger in our communities. FFL will donate \$5 to the Cleveland Foodbank for every new checking account opened between September 1, 2011 and December 31, 2011.



NEW NORTH OLMSTED BRANCH

We are proud to announce the opening of our new North Olmsted branch located at 26624 Lorain Road. The new branch opened on November 16th, 2011, and is just a few steps west of our original North Olmsted branch.



On Wednesday, December 7, 2011 Gary R. Fix, President and CEO and Branch Manager Marie Marrali, hosted the branch's ribbon cutting ceremony, which kicked off a week-long Grand Opening celebration.

Please visit Marie and her staff and see our beautiful new branch.



Ronald W. Dees, Chairman of the Board, Marie Marrali, Branch Manager, Gary R. Fix, President and CEO, Kevin Kennedy, Mayor of North Olmsted and Duane K. Limpert, City of North Olmsted, Council President.

TOTAL BANKING CONVENIENCE



For customers who are busy and pressed for time we offer a number of products and services to make banking easier and more convenient.

With FFL's Online Banking and Bill Pay you can have access to your accounts 24 hours a day.

These products make it easy to check account balances, view recent transactions, transfer funds between accounts, pay bills and more!

In addition, First Federal checking and savings customers get FREE transactions at over 20,000 MoneyPass ATMs nationwide. Visit FFL.net/ATM to find a MoneyPass ATM near you.

Stay tuned for even more exciting enhancements in 2012!

PRODUCT AND SERVICE SPOTLIGHT

BUSINESS SOLUTIONS

First Federal offers a full line of banking products and services to help businesses of all sizes succeed, including Cash Management services through FFL eBIZ.

FFL eBIZ gives you the online tools to save time, improve cash flow and streamline cash management procedures, all in a fully secure, multi-user environment. Key product features include Remote Deposit, ACH, Wire Transfers and 24 Hour Access to Real-Time Account Balances.

To learn more call Bonny Carroll, Cash Management and Public Funds Officer at (216) 529-2622.



FOR LAST MINUTE SHOPPERS

Don't forget that all First Federal branches sell Visa Gift Cards in denominations from \$25 to \$1,000.

Our gift cards make great stocking stuffers and are gifts that are never returned!

You can use gift cards year round for birthdays, graduations or as a special way to say "Thank You".



INVESTMENT SERVICES

"He who fails to plan is planning to fail" – Winston Churchill

Do you need to prepare for important financial decisions? Is there a new home, a child's education or retirement in your future?

Planning is an important element in achieving any worthwhile financial goal and the Investment Adviser Representatives from FFL Investment Services

are here to help. Our financial professionals will work with you to develop a financial plan designed to meet your individual needs.

Please call (216) 529-5625 to schedule a free consultation.



FFL Investment Services
LOCATED AT FIRST FEDERAL LAKEWOOD

Securities and advisory services offered by
PRIMEVEST FINANCIAL SERVICES, INC.
An independent, registered broker-dealer and registered investment adviser. Member SIPC

PrimeVest Financial Services, Inc. is a registered broker-dealer and federally registered investment adviser, member SIPC, and is unaffiliated with this financial institution. 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.

FIRST FEDERAL LAKEWOOD BRANCHES

Avon

36839 Detroit Road • (440) 934-0314

Avon Lake

32812 Walker Road • (440) 930-5161

Brunswick/Center

3383 Center Road • (330) 273-3511

Brunswick/Pearl

1812 Pearl Road • (330) 273-0012

Chagrin Falls

2 East Washington Street • (440) 287-5715

Concord

7595 Crile Road • (440) 352-1072

Fairview Park

22380 Lorain Road • (440) 716-9708

Garfield Heights

12648 Rockside Road • (216) 475-5200

Lakewood/Main Office

14806 Detroit Avenue • (216) 221-7300

North Olmsted

26624 Lorain Road • (440) 777-9000

North Ridgeville

34385 Center Ridge Road • (440) 327-1311

North Royalton

6160 Royalton Road • (440) 582-2010

Olmsted Township

26908 Cook Road • (440) 235-7154

Parma

1640 Snow Road • (216) 351-7000

Rocky River

20425 Center Ridge Road • (440) 895-9586

Strongsville

14244 Pearl Road • (440) 572-6080

Westlake/Crocker

2035 Crocker Road • (440) 835-4409

Westlake/Detroit

24441 Detroit Road • (440) 871-4667

LENDING OFFICES

Akron/Canton

(330) 697-7106

Chagrin Falls

5 South Franklin Street • (440) 498-9900

Columbus - Hilliard

3592 Fishinger Blvd. • (614) 410-5125

Columbus - Westerville

98 County Line Road W • (614) 410-5115

Findlay

1601 Tiffin Avenue • (419) 680-3744

Mentor

9169 Mentor Avenue • (440) 578-5626

Toledo

624 West South Boundary, Ste. A • (419) 874-3231

CUSTOMER SERVICE

(216) 529-2700
(800) 966-7300

(Outside of Cuyahoga County)

FFL.net

IN THIS ISSUE



Message from Gary R. Fix



Century Bank Acquisition



North Olmsted Grand Opening



Mortgage Loan Relief



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

14806 Detroit Ave.
Lakewood, OH 44107

December 2011



MORTGAGE LOAN RELIEF

First Federal Lakewood family tree



First Federal Lakewood is partnering with Freddie Mac and Fannie Mae to give homeowners more refinancing options.

We offer a wide variety of refinancing solutions, including alternatives for borrowers who owe more than their homes' current value.

We are excited to be your local experts for the government's Home Affordable Refinance Program* (HARP). Freddie Mac and Fannie Mae have adopted changes to HARP and you may be eligible to take advantage of these changes. If your mortgage is owned

or guaranteed by either Freddie Mac or Fannie Mae, you may be eligible to refinance your mortgage under the enhanced and expanded provisions of HARP.

To learn more about HARP and our other mortgage loan programs please call (216) 529-LOAN (5626) to schedule an appointment.

* You can determine whether your mortgage is owned by either Freddie Mac or Fannie Mae by checking the following websites: freddiemac.com/mymortgage or fanniema.com/loanlookup.