



Winter 2011

First Federal of Lakewood

family tree

Dear Customers and Friends,

It gives me a great deal of pleasure to welcome Century Bank customers into the First Federal of Lakewood family.

As you may already know, on December 21, 2010, First Federal completed the acquisition of Century Bank to become the third largest bank headquartered in Greater Cleveland based on total assets of \$1.3 billion. The combined bank has 18 full-service branches in Cuyahoga, Lake, Lorain and Medina counties.

Through this merger we have built an even stronger community bank that is well capitalized, locally managed and able to offer its customers a wide variety of quality products and services. I am particularly proud of the fact that we have been able to retain all five Century Bank branches and make job offers to each of their 34 employees.

The Century Bank acquisition caps off an unprecedented year of growth that also included the opening of our full-service Chagrin Falls branch, new loan offices in Canton, Mentor and Toledo, the launch of the FFL Insurance Agency, LLC, and the growth of the work force to over 280 employees.

While we are a bank that is well positioned for growth, we are also a bank that will continue to honor its past. Our success and longevity can



be attributed to never losing sight of the guiding principles and core values that were established at our inception in 1935. We will continue to place a high value on our customers and the communities we serve.

It is also important to note that during this period of great expansion, we continue to deliver excellent results. In 2010 we posted profits for the third consecutive year, our capital position remained strong and we produced record loan volume of over \$500 million.

On behalf of the entire First Federal family, I wish you a happy, healthy and prosperous New Year, and thank you for your continued support.

Sincerely yours,

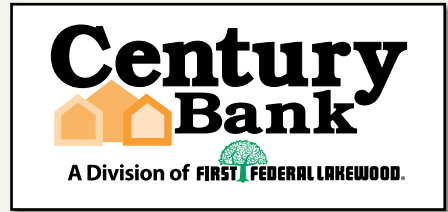
Gary R. Fix,
President and CEO



www.FFL.net



NEWS AND NOTES



On December 21, 2010, First Federal of Lakewood announced that it completed the acquisition of Century Bank. FFL now has total assets of \$1.3 billion, over 280 employees, 18 full-service branches in Greater Cleveland and five lending offices throughout Ohio. For full details go to FFL.net.

PERSONNEL AND BRANCH NEWS



Jeffrey Calabrese
Vice President, Commercial Loan Relationship Manager



Bethany Schulte
Assistant Vice President Retail Operations Manager, Eastern Division



Barry Ezell
Branch Manager, North Royalton



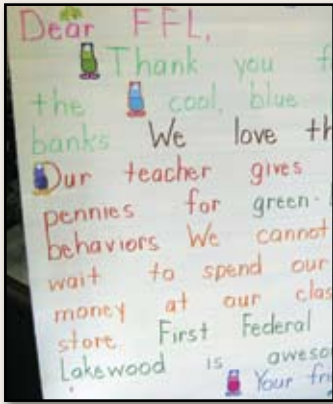
Brent Hinz
Area Sales Manager, First Federal Lending, Columbus Office



Gail Liggett
Branch Manager, Rocky River

IN THE COMMUNITY

Supporting The Children



First Federal employees actively contribute to a variety of programs that support children and families throughout the community. The success of these programs is evident in this letter of thanks to our Avon Lake office for a recent Junior Banking event.

Our Employees Care

During the year FFL's Project Hope team organizes many bank events to raise money for local charities. This year the team collected more than \$2,750 from FFL employees that will be donated to Shoes and Clothes for Kids and the Domestic Violence Center of Greater Cleveland.

The Classic at Mastick



First Federal of Lakewood continued its annual tradition as primary sponsor of the Classic At Mastick 5k Run. Gary R. Fix, President and CEO presented this year's winners with \$8,000 in scholarships.

Cleveland Foodbank

First Federal continued to support the fight against hunger in our communities. Our pledge to donate \$5 to the Cleveland Food Bank for every new checking account opened from September 1 through December 31, 2010 will result in a \$3,000 donation this year.



FINANCIAL RESOLUTIONS FOR A PROSPEROUS 2011

The new year is a great time to resolve to make this year better than last. We offer the following resolutions to help you achieve financial success in 2011.

1. **Reduce Your Credit Card and Consumer Debt.** Your first resolution should be to reduce and/or eliminate your debts, starting with those with the highest interest rates. Look to pay more than your minimum payments.
2. **Save More.** Commit to setting aside money toward long-term savings accounts and bonds, and maximize your contributions to your 401 (k) or other retirement plans to at least your employer match.
3. **Spend Less.** When it comes to shopping and expenses, choose less expensive alternatives and find the discipline to eliminate the items you can live without.
4. **Set Realistic Goals.** If you don't have a budget, start one; prioritize your financial needs, and eliminate unneeded expenses to set yourself up for long-term stability.
5. **Update Your Financial Documents.** Review all your financial records, including insurance, and retirement and make any necessary changes to ensure accuracy and proper planning. If you don't have a will, create one this year.
6. **Talk to a Financial Professional.** When making important financial decisions it is wise to have the advice of a professional. The financial professionals at First Federal are available to help you plan to reach your financial goals.

For more resolution details, visit *Put These 12 Financial Resolutions for 2011 on Your List*. Source: DailyFinance.com

MEET OUR NEW MASCOT



Kids and those young at heart should keep their eyes open at future community events for our new mascot, shown here with Gary R. Fix, President and CEO.

Our mascot knows all about good banking habits, likes to attend branch celebrations, visit schools and support community events.

Be sure to give our tree a big hug if you see him in your neighborhood.

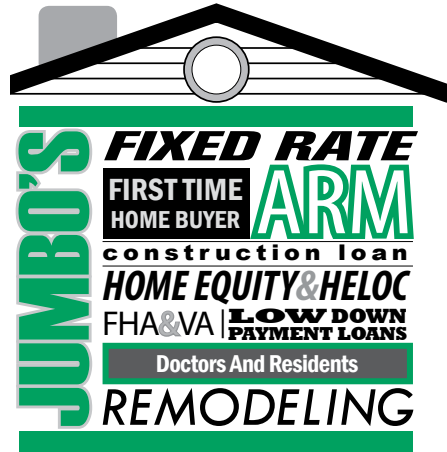
PRODUCT AND SERVICE SPOTLIGHT

WE HAVE IT ALL UNDER ONE ROOF

If you are in the market for a mortgage loan, First Federal of Lakewood has the right product for you.

From Jumbo to VA, Construction to Refinance, Fixed to Variable, we offer a wide variety of products designed to meet your needs.

Call (216) 529-LOAN to speak to a mortgage loan specialist.



Our Free Checking is Still FREE!

You may have noticed that some banks in town no longer offer free checking accounts, but that is not the case at First Federal of Lakewood.

Our Free Checking is still FREE with no strings attached and includes many great features:

- No Monthly Fee*
- No Minimum Balance Requirements
- Unlimited Check Writing
- Free On-line Banking and Bill Pay
- \$50 Minimum to Open
- Free First Box of Checks
- Access to Over 1,375 ATMs



Contact your branch representative or FFL customer service at (216) 529-2700 to learn more about our full line of checking and savings products.

*There is no monthly fee charged for the free checking account, but customer may incur fees for items listed in our Fee Schedule such as non-sufficient funds, overdrafts, or stop payments. Contact customer service or a branch representative for full details.

FFL INSURANCE AGENCY

Get A Free Quote & Save On Insurance

Through the FFL Insurance Agency, LLC, we offer a full line of Auto, Home and Business products from top insurance carriers.

If you are in the market for insurance coverage, or want to compare rates to your current provider, please give us a call.

Customers who switch coverage enjoy an average annual savings of \$486*.

Contact us for a free quote. It is quick, easy and you can save big!

* Average Savings figure is a national average savings number from the previous 12 months of auto, homeowner, and packaged policyholders' savings per customer when compared to the policyholders' former premiums. Individual premiums and savings will vary. Insurance products are not deposits of First Federal of Lakewood and are not protected by the FDIC. They are not guaranteed by First Federal of Lakewood and may be subject to risk. Any insurance required as a condition of an extension of credit by First Federal of Lakewood does not need to be purchased from First Federal of Lakewood and may be purchased from an agent and/or insurance company of the customer's choice. FFL Insurance Agency, LLC is a subsidiary of First Federal of Lakewood. Business conducted with FFL Insurance Agency, LLC is separate and distinct from any business conducted with First Federal of Lakewood.



FIRST FEDERAL OF LAKEWOOD BRANCHES

Avon

36839 Detroit Road • (440) 934-0314

Avon Lake

32812 Walker Road • (440) 930-5161

Brunswick

1812 Pearl Road • (330) 273-0012

Chagrin Falls

2 East Washington Street • (440) 287-5715

Fairview Park

22380 Lorain Road • (440) 716-9708

Lakewood/Main Office

14806 Detroit Avenue • (216) 221-7300

North Olmsted

26614 Lorain Road • (440) 777-9000

North Ridgeville

34385 Center Ridge Road • (440) 327-1311

Olmsted Township

26908 Cook Road • (440) 235-7154

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

NEWLY ACQUIRED CENTURY BRANCHES

Brunswick

3383 Center Road • (330) 273-3511

Concord

7595 Crile Road • (440) 352-1072

Garfield Heights

12648 Rockside Road • (216) 475-5200

North Royalton

6160 Royalton Road • (440) 582-2010

Parma

1640 Snow Road • (216) 351-7000

LENDING OFFICES

Canton

4328 Dressler Road NW • (800) 966-7300

Chagrin Falls

5 South Franklin Street • (440) 498-9900

Columbus

128 County Line Road W, Ste. C • (614) 410-5115

Mentor

7324 Center Street • (440) 974-2083

Toledo

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

CUSTOMER SERVICE

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

(Outside of Cuyahoga County)

www.FFL.net

IN THIS ISSUE



Message from Gary Fix



Century Bank Acquisition



Meet Our New Mascot



2011 Financial Resolutions



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

14806 Detroit Ave.
Lakewood, OH 44107

Winter 2011



IN THE KNOW THE CENTURY BANK ACQUISITION

First Federal of Lakewood
family tree



We want to share important information regarding the steps we are taking to fully integrate FFL and Century Bank.

- At this time, Century Bank customers **will not** be able to conduct banking transactions at First Federal of Lakewood branches, and First Federal customers **will not** be able to conduct banking transactions at Century Bank branches because both banks will maintain separate operating systems until March 2011.
- We are scheduled to combine our operating systems in March 2011, at which time all customers will be able to utilize our network of 18 full service branches. Details will follow as that date draws closer.

- Customers with over \$250,000 in deposit accounts at both First Federal and Century Bank, may not have full FDIC insurance coverage. If this situation affects you, please contact your branch or Customer Service at (216) 529-2700 for details.
- The full line of First Federal of Lakewood loan products is available at each Century Bank branch. These products include Consumer, Mortgage, Business and Commercial loans.

If you have any questions regarding the acquisition you can get additional information at your local branch, the FFL call center (216) 529-2700 or online at FFL.net.