



Summer 2011

First Federal of Lakewood

family tree

Dear Customers and Friends,

As we take a moment to enjoy the summer, I want to provide you with an update of what has been happening at First Federal of Lakewood over the past few months.

When I wrote you in early January we had just acquired Century Bank, but the hard work of bringing the two organizations together was yet to be completed. I am happy to report that employees from both banks came together as a team to transition the two banks into one and did so with very little disruption to our customers.

To celebrate the acquisition we sponsored Customer Appreciation events at each Century Bank branch this spring. We thoroughly enjoyed hosting these events and meeting the Century Bank customers and local civic leaders who attended.

During the first half of 2011 we continued to grow and enhance our position as one of the premier mortgage lending banks in Ohio. We opened two new loan offices in the Columbus and Toledo markets and now have seven mortgage loan offices throughout the state. We continued to hire additional Mortgage Loan Specialists to support our 18 full-service branches and seven loan offices. We also signed a number of marketing agreements with local realty companies.

We continued to introduce attractive new products and services to make banking with First Federal of



Lakewood more valuable and convenient. Our customers will enjoy the benefits of our new MoneyPass ATM program that allows

them free transactions at over 20,000 ATMs nationwide. (Please see the Product and Service Spotlight for more information on this service.)

I am also pleased to report that as of June 30, 2011, we recorded our 14th consecutive quarter of net income since the beginning of the credit and financial crisis of 2007. We are especially proud that our growth and financial achievements were realized by continuing our commitment to all customers and stakeholders in the communities we serve. We pledge to you that our sound financial discipline and commitment to quality service will continue in the future.

On behalf of all of us at First Federal of Lakewood, I would like to take this opportunity to thank you, "our valued customers," for your continued patronage.

Sincerely yours,

Gary R. Fix,
President and CEO

NEWS AND NOTES



We celebrated our merger with Century Bank with this I480 billboard.

PERSONNEL NEWS

PROMOTIONS



Thomas J. Fraser

Promoted to Executive Vice President and Chief Operating Officer



Ronald R. Webb

Promoted to Senior Vice President and Chief Lending Officer

NEW HIRES



Douglas R. Baker

Vice President, Residential Lending



Ellen M. Walsh

Vice President and Commercial Loan Officer



Matthew J. Knotts

Branch Manager, Avon Lake



Jacqueline A. Stratton

Branch Manager, North Ridgeville



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

www.FFL.net



IN THE COMMUNITY

Student Art Show at North Ridgeville and Rocky River



First Federal of Lakewood sponsored Student Art Shows in North Ridgeville and Rocky River this spring. Mr. Fix is shown congratulating

Emily DeCrane, winner of the Rocky River contest.

North Royalton Crystal Starfish Award

First Federal of Lakewood sponsored North Royalton School's Crystal Starfish award for those making a difference in the lives of students, colleagues, parents and the community.



Pictured here are FFL's Barry Ezell and Tiffany Cardenas, along with Superintendent Edward Vittardi, honoring one of this year's recipients, Beth Schneider.

Century Bank Customer Appreciation Events

Each spring we held Customer Appreciation events at each Century Bank branch to introduce ourselves and thank everyone for banking with First Federal.



Pictured above is Mr. Fix at our Concord branch.

PRODUCT AND SERVICE SPOTLIGHT

MORE ACCESS TO YOUR CASH

First Federal of Lakewood has joined the MoneyPass network and now offers FREE transactions at over 20,000 ATMs nationwide, including more than 1,000 in Ohio. Many MoneyPass ATMs also accept deposits.



It is now easier and more convenient to get cash when you have a First Federal of Lakewood checking and savings account.

Visit FFL.net/ATM to see a complete list of FREE MoneyPass ATM locations.

FREE STUDENT CHECKING — WITH NO STRINGS ATTACHED

Students looking for a great deal on a checking account should check-out First Federal of Lakewood.

Our Student Checking Account is FREE* and provides students with FREE and unlimited transactions at over 20,000 ATMs nationwide. It's easy to find a free ATM in your neighborhood, near work, on vacation or at just about any college across the country.



Take advantage of these great benefits:

- FREE Checking – no monthly fees just \$10 to open
- FREE Transactions at over 20,000 ATMs nationwide
- FREE Online Banking Bill Pay and Alerts
- FREE Debit Card to those who qualify

* There is no monthly fee charged for the free checking account, but the customer may incur fees for items listed on our Fee Schedule such as Non-Sufficient Funds, Overdrafts, or Stop Payments. Available to individuals age 16 to 24. At age 25, this account is converted to the Institution's Free Checking Account and subject to its requirements. Student Checking customers can make free transactions at over 20,000 MoneyPass ATMs. Visit FFL.net/ATM to find a MoneyPass ATM near you. Contact Customer Service at (216) 529-2700 or the Lakewood branch for full details.

YOUR FEEDBACK IS IMPORTANT

We care what you think about the job we are doing. When you have something you want to share with us, please complete an opinion survey to let us know your thoughts. Our opinion surveys are available at all branches and on our home page at FFL.net/opinion



FIRST FEDERAL OF LAKEWOOD BRANCHES

MORTGAGE LOANS



Low Down Payment Loans

If you are entering the housing market for the first time, have special borrowing needs or just want to learn what it would take to purchase your own home, our Mortgage Loan Specialists are here to help.

First Federal of Lakewood offers a wide variety of low down payment mortgages including FHA and VA loans.

Our Mortgage Loan Specialists are trained to make the borrowing process easy to understand and can help you determine how much you can afford and what product makes the most sense for you.

When you are ready to get started, give us a call at (216) 529-LOAN (5626).

IT'S A GREAT TIME TO REFINANCE

With current low mortgage rates, now might be a good time to refinance your home.

By refinancing at lower rates you may be able to significantly reduce your monthly mortgage payment and use the savings to eliminate debt, fund a home improvement project or put money aside for another important purchase.

Contact a First Federal Mortgage Loan Specialist to see if refinancing now makes sense for you. Call us at (216) 529-LOAN (5626) or apply online at FFL.net/applynow to get started.

INVESTMENT SERVICES

FFL Investment Services located at First Federal of Lakewood is excited to announce a series of free financial educational seminars that promise to be very informative.

Please mark your calendar for the following dates:

- **August 24, 2011 - Planning for Retirement**
- **September 27 & 28- Long-Term Care Insurance**
- **October 25, 2011 - Real Estate Investment Trusts**

For more information, including times and locations, call Mary at (216) 529-2988 or visit us online at FFLinvestments.com



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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

26614 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

Canton

4328 Dressler Road NW • (330) 492-2135

Chagrin Falls

5 South Franklin Street • (440) 498-9900

Columbus - Hilliard

3592 Fishingier Boulevard • (614) 410-5125

Columbus - Westerville

98 County Line Road West • (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

