



F&M INTRODUCES NEW CHECKING ACCOUNT FOR CUSTOMERS IN THEIR PRIME EARNING YEARS

Includes Array of Discounts and Financial Services Valued at Over \$500 Annually

COLUMBIA, Tenn. June 1, 2006 – First Farmers & Merchants Bank has established a new type of checking account for customers in their prime earning years: the President’s Club. The new, ground-breaking account – the first of its kind created by F&M Bank – offers a package of financial services and discounts valued at over \$500 annually.

“The President’s Club is for customers who lead busy lives. They need several different financial products, such as a checking account, home equity line or a car loan, and want the convenience of handling multiple financial needs at one bank,” said John P. Tomlinson III, F&M president.

“With the President’s Club account, customers are rewarded for letting F&M handle many or all of their needs. For example, a President’s Club member would receive a higher interest rate on an IRA and three deficit funds transfers a month at no charge from a savings account to cover occasional overdrafts. The only requirement is that they use direct deposit and open the account with a minimum of \$100.”

President’s Club account holders will be distinguished by having a check card with their photograph on the front – something important to an age group that is very aware of the need to protect their identity. Having a photo on your check card helps prevent a thief from using it at retail stores.

“We looked at this group and built a product that addresses their needs,” Tomlinson said. “That’s why we increased the daily ATM withdrawal limit and made use of technology to deliver specific benefits, such as providing a searchable CD-Rom with an entire year of account statements and allowing President’s Club account holders to use the ATM of any bank without paying our foreign ATM fee. This is particularly important to people who travel frequently.”

One of the features that sets the President’s Club apart is that the account benefits are not static.

“We are listening to our customers and will add and modify features to enhance their banking relationship,” explained Tomlinson. “Features and benefits of the President’s Club will be expanded on an ongoing basis.”

A complete list of President’s Club features includes:

- 10 basis points additional interest on Individual Retirement Accounts.
- F&M bank’s foreign ATM charges waived– and high ATM daily withdrawal limit of \$500.
- Deficit funds transfer from a savings account, with a limit of three transfers per statement cycle at no charge.
- Free check card with photograph, plus free information on how to prevent identity theft.
- Free President’s Club checks or 30% off designer checks.

- Free online check images with Internet banking and bill pay. Check images or cancelled checks are not mailed with statements.
- Free CD-Rom of account statements annually, upon request.
- No maintenance fee checking if account balance is \$500 or more; \$5 monthly fee if balance drops below \$500.
- Visa® or MasterCard® with no annual fee.
- Unlimited check writing.

Based on average usage, the value of the discounts and services provided by the President's Club account is \$504. This calculation is based on an additional 10 basis points on a \$2,000 IRA, four foreign ATM withdrawals per month, three deficit funds transfers per month and two orders of checks per year.

“In most cases, consumers face an either/or decision: either save money or receive a higher level of service. The President's Club account holders don't face this choice. They get both discounts and service, saving them money and time – two things that are equally valuable for our target customer,” Tomlinson said.

Founded in 1909, First Farmers & Merchants Bank (Member FDIC) is one of the largest independent banks in Tennessee, with total assets over \$800 million and an additional \$2.5 billion in assets held by its Trust & Financial Management Department. Headquartered in Columbia, the bank operates 19 offices in a seven-county area that includes Maury, Lawrence, Marshall, Hickman, Dickson, Giles and Williamson counties. It is distinguished by its commitment to traditional, personal banking relationships that incorporate state-of-the-art technology to provide the highest possible level of service.

To learn more about the President's Club account, call your local F&M office or ☎ 800-882-8378.

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