

CELEBRATING OVER 100 YEARS



The Little EXTRA

Spring 2011

A PUBLICATION OF BANK OF NEW ORLEANS



ONE OF
THE STRONGEST
FEDERAL SAVINGS BANKS
IN LOUISIANA
AND RECIPIENT OF
BAUER FINANCIAL'S
HIGHEST RATING OF
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BNO's Prosperous 2010- A Message from the President



LARRY LEBON
PRESIDENT/CEO

2011 marks not only the beginning of Bank of New Orleans' 102nd year, but the end of our third full fiscal year as a publicly traded company. In our latest earnings release, Louisiana Bancorp reported 4th Quarter net income of \$753,000, or \$.23 per share-an increase of \$85,000 from the 4th Quarter of 2009. At 2010 year-end, LABC reported net income of \$2.6 million, or \$.69 per share- an increase from \$2.5 million or \$.54 per share at 2009 year-end.

As we begin the new year, our management team and staff are focused on building upon the momentum generated by our lending departments during a successful 2010 which resulted in a 13.0% increase in our loans receivable. The opportunity to expand our banking relationships with these new customers and build upon our core customer base is exciting and challenging.

I am also pleased to report that through our prudent capital management strategies and conservative underwriting and operating practices, we have increased tangible book value per share to \$16.56. The bank's goals remain focused on building long-term shareholder value and serving the financial needs of our community in a profitable and professional manner.

We would like to thank our shareholders, customers, management and staff for our continued success as we forge ahead into the new year.

Internet Banking: Frequently Asked Questions

- Can I transfer funds from Bank of New Orleans to another bank? Yes, you can use FREE Online Billpay to transfer funds from BNO to another financial institution.
- Can I make an online transfer from my Home Equity Line of Credit to my BNO Checking Account? Yes, an online transfer may be done on our website from your HELOC to your Bank of New Orleans checking account. The transaction will be immediately reflected on your account.
- Can I print copies of my checks? Although you cannot print copies of your checks through Internet Banking, you can call your branch and request to receive images of your checks with your monthly statement.

More Questions?

Call us today and we would be happy to help!

Attention IRA Customers

2010 IRA contributions can be made until Monday, April 18, 2011. 2010 limits are \$5,000 for contributions or \$1,000 for catch-up contributions. Contact Sharon Murphy in our IRA Department for more information.

Bank from home: www.bankofneworleans.net

FREE Reverse Mortgage Seminar Wednesday, April 27



SUE VRBASKOVICH
REVERSE MORTGAGE
SPECIALIST

Bank of New Orleans will be hosting FREE monthly Reverse Mortgage seminars throughout 2011. If you missed our last couple seminars, there's no need to worry. Stop by on Wednesday, April 27 at 10AM in the Board Room of our Main Office location for our next free seminar and learn how a Reverse Mortgage could be your answer for financial freedom. Whether considering for yourself or perhaps your parents, a Reverse Mortgage is a special kind of loan designed for senior homeowners 62 and over. It is a safe and easy way to turn your home equity into cash. But unlike a home

equity loan, you do not have to make monthly payments. Instead, a Reverse Mortgage pays you! You could use the tax-free money from your Reverse Mortgage to consolidate debts, while remaining in your home and keeping Social Security payments. Sue Vrbaskovich and Marilyn Cox, our Reverse Mortgage Team, will discuss exactly how this loan product works and the various ways in which a Reverse Mortgage from BNO could specifically benefit you. We will also have an attorney on hand to answer any legal or title work questions you may have. To reserve your space at the seminar or inquire about future seminar dates, please call Sue or Marilyn today at (504) 834-1190.



MARILYN COX
REVERSE MORTGAGE
SPECIALIST

Protecting you Against Debit Card Fraud

To protect your account, we monitor your debit card transactions for potentially fraudulent activity which may include a sudden change in locale (such as when a U.S.-issued card is used unexpectedly overseas), a sudden string of costly purchases, or any pattern associated with new fraud trends around the world.

If we suspect fraudulent debit card use, we will be calling you to validate the legitimacy of your transactions. Your participation in responding to our call is critical to prevent potential risk and avoid restrictions we may place on the use of your card.

- Our automated call will ask you to verify recent transaction activity on your card.
- You'll be able to respond via your touchtone keypad.
- You'll also be provided a toll-free number to call should you have additional questions.

If you plan on traveling outside the U.S., we ask you to please notify us. We'll make sure you're able to continue using your debit card without any problems. Our goal, quite simply, is to minimize your exposure to risk and the impact of any fraud. To ensure we can continue to reach you whenever potential fraud is detected, please keep us informed of your correct phone number and address at all times. In the meantime, please be diligent in monitoring transaction activity on your account and contact us immediately if you identify any fraudulent transactions.



Free Tax Preparation



An AARP Representative
will be at the
Veterans Branch through
Thursday, April 14
to help you file your
Income Taxes for **FREE**
10:00am-2:00pm
Tuesday through Thursday

BNO customers who would like to have an AARP rep assist them with their taxes should come prepared with their 2010 tax return forms as well as any 1099s they may have received. Please also bring the following:
Property Tax Payment
Home Owner's Insurance

 **BNO**
Bank of New Orleans

Established 1909

◆ LAWRENCE J. LEBON III, CEO / President

◆ HOLLY E. THOEDE, Editor

(504) 834-1190

www.bankofneworleans.net

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