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TEMPORARILY
CLOSED

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THE LITTLE EXTRA

Fall 2007

A Publication of Bank of New Orleans

CDARS: Now You CAN Put All Your Eggs in One Basket!

Up to \$30 MILLION in FDIC Insurance!

BNO is proud to announce a new service, the Certificate of Deposit Account Registry Service, or CDARS®. Through this innovative service, you can enjoy all the security of certificates of deposit without a \$100,000 limitation. Now you can invest up to \$30 million and still be eligible for FDIC Insurance on every dollar! Best of all, you can do it by making one stop at BNO and investing through CDARS.

How Does CDARS work?

We are part of a special network. When you place a large amount with us, we place your funds into CDs issued by other banks in the network -- in increments of less than \$100,000 -- so that both principal and interest are eligible for complete FDIC protection. As a result, you can receive coverage from many banks while working with just one.

CDARS can significantly reduce your administrative burdens, especially during tax and financial reporting seasons; there's no need to manually consolidate statements or interest disbursements or to calculate blended rates. You also no longer need to open accounts at different banks in different insurable capacities.

Full Insurance Using the CDARS service, you can access up to \$30 million in FDIC protection on CD investments¹.

One Bank Access multi-million dollar FDIC insurance coverage by working with just us -- the bank you know and trust.

One Rate Negotiate one rate with our bank for each CD maturity and enjoy the option of reinvesting them through a simple process.

One Statement Receive one easy-to-read statement from our bank summarizing all of your CD holdings.

Contact Sharon Murphy at (504) 834-1190 or 888-834-1190 for more information on CDARS.

1 Funds may be submitted for placement only after a depositor enters into a CDARS Deposit Placement Agreement with us. CDARS is a registered service mark of Promontory Interfinancial Network, LLC.

A Message From the President



Larry LeBon
President/CEO

Two years have passed since Hurricane Katrina blew her way across the Gulf Coast and left her aftermath in the form of disrupted lives, damaged homes and property, and the need for much rebuilding. BNO is proud to have taken an instrumental role in the rebuilding process of New Orleans and the recovery of you, our customer. Through innovative savings products and lending opportunities from residential and consumer to business and commercial real estate, our caring staff has taken every effort to assist local residents and businesses in any way we can.

Plans have been drawn and are being evaluated towards the rebuilding of our Robert E. Lee branch and the restoration of service in the Lakefront area. We know this will be happy news to those in that area.

Our recent stock conversion demonstrates our deep and abiding commitment to this area. Through our holding company, Louisiana Bancorp, Inc., we anticipate many opportunities to serve you better. BNO is at our strongest capital position ever in our 98 year history, with bank capital at \$56.4 million and a capital ratio of 23.48%.

This issue spotlights ways you can maximize FDIC insurance with accounts at BNO, instead of having to do business with multiple banks. We're pleased to offer this convenience to you and thank you for choosing BNO to be **your** bank.

Bank from home: www.bankofneworleans.net

Enjoy **MAXIMUM REWARDS** with a Bank of New Orleans **VISA** Credit Card

Now qualifying Visa® credit cards from BNO are getting even more rewarding! Our rewards Visa credit card now offers the Maximum Rewards program, giving you exciting opportunities for merchandise, travel, and more for the Visa credit card purchases you regularly make.



With Maximum Rewards, you'll earn 1 point per \$1 in every purchase. You'll enjoy Maximum Rewards with **no annual fee**. Points don't expire for five years and there is no annual point cap on the number of points you can earn!

You will receive a catalog in the mail detailing the various things available for points redemption. The exciting offerings include the below categories:

- Merchandise
- Magazines
- Gift certificates / gift cards
- Travel certificates
- Airline travel
- Charitable donations
- Cash back
- Experiential rewards

If you currently hold a Rewards Advantage or First AirMiles Rewards Visa credit card, you should receive information on the upcoming program changes. If you don't have a Visa credit card with BNO, now is the perfect time to apply!

Applications for the Maximum Rewards Visa credit card are available in each branch. You may also request an application to be mailed to you or apply online by clicking the ad in the credit cards section of our website: www.bankofneworleans.net

Life takes Visa®--shouldn't you get the Maximum Rewards?

POD Accounts: The Revocable Informal Trust That Securely Saves Money for Your Heirs

Not many people are aware of the benefits of a Payable On Death (POD) account. Savings Officer Joyce Guillory and Magazine Branch Manager Diane Dalferes explain this form of a revocable informal trust as a good way for customers to consolidate their funds into one bank so when they pass away, their heirs only have to deal with one bank. With a POD account, you can save up to \$100,000 in FDIC Insured funds per beneficiary. A beneficiary must be a member of your immediate family, defined as a spouse, child, grandchild, parent, or sibling; adopted and step children, grandchildren, parents, and siblings also qualify. The beneficiary need not know of the account's existence until the owner's death.

Because of its revocable status, the account can be closed at will and never reopened. The account does not need to go through a succession--funds are released to the beneficiaries upon presentation of a death certificate. Only the person or persons you have named as beneficiaries can have access to the funds. The account must be set up using the terms "in trust for", "as trustee for" or "payable on death to". An example of how a POD account would work to have \$600,000 in FDIC insurance:

- Mom or Dad POD Child 1, Child 2 and Child 3
- \$300,000 FDIC insured for Mom (\$100,000 each for Child 1, 2, and 3)
- \$300,000 FDIC insured for Dad (\$100,000 each for Child 1, 2, and 3)

A POD account may be the answer you are looking for to secure a financial future for your heirs. Contact our Savings Department today!

Are YOU Saving Enough?

Recent surveys reveal that many Americans are not saving enough money. CareerBuilder.com surveyed 6,000 full-time adult workers and found that living paycheck to paycheck is common for four out of ten U.S. workers. Among the workers who responded as saving, 14% save \$500 or more a month. 28% save \$100 or less and another 28% save less than \$50 per month.

Meanwhile, the Consumer Federation of America (CFA) found that only 40 percent of adult Americans have dedicated savings for emergencies. Financial planning experts recommend that enough funds to cover three to six months of living expenses should be kept in an emergency savings fund.

The means by which you can save vary. According to the CFA survey, 52% of emergency savers utilize automatic transfers from their checking account. 33% save loose change while 25% focus on paying down expensive debt first then depositing the payment equivalents into emergency savings.

BNO has many account options to help you save. A statement savings account may be the tool that is best for you and we can assist you in setting up regular electronic ACH deposits. Perhaps one of our Certificate of Deposit terms would work better for you, with CD terms as short as 90 days or as long as 5 years. Contact our Savings Department to get your emergency fund started today! Our friendly and knowledgeable staff is ready to assist you!



survey information from America's Community Bankers

BNO
Bank of New Orleans
Established 1909
(504) 834-1190
www.bankofneworleans.net
Member FDIC ♦ Equal Housing Lender