

Service and Reputation You Can Bank On!



The Little EXTRA

Summer 2008

A Publication of Bank of New Orleans

Main Office

1600 Veterans Blvd.
Metairie, LA 70005
(504) 834-1190

Metairie

4401 Transcontinental Dr.
Metairie, LA 70006
(504) 885-6300

Uptown

5435 Magazine Street
New Orleans, LA 70115
(504) 897-9751

Lakefront

TEMPORARILY
CLOSED

In this issue...

Feature Stories

Hurricane Preparedness
Edition

Are you really prepared
should disaster strike?

In the Spotlight

Learn how you could
acquire a FREE Safe
Deposit Box

Louisiana Bancorp
announces 1Q earnings

What's New?

A message from the
President regarding our
new fraud prevention
program



Are You Prepared?

June 2008 puts us in the midst of hurricane season once again. Although we can hope for the best, it's very important to be prepared for the worst. Rest assured that we have backup plans in place in case disaster strikes again and evacuation becomes necessary. Here are some recommendations that we strongly encourage you to consider to better prepare yourself and to ensure uninterrupted access to your accounts:

To access your checking account in locations where out-of-town checks may not be accepted, apply for our Bonus Check Card which gives you the ability to make purchases wherever Debit MasterCard is accepted as well as to withdraw cash from any ATM location. Make sure you know your PIN number for your card. If you do not know your PIN, one of our desk officers would be happy to order you a new one. Or if your card is lost or stolen, please call 1-800-554-8969 as soon as possible.

(Continued on back)

HURRICANE
SEASON
INFORMATION



Main Branch: (504) 834-1190

Toll-Free: (888) 834-1190

Evacuation Email: bnohelp@yahoo.com

www.bankofneworleans.net

A Message

From the President



Larry LeBon
President/CEO

In the wake of several recent occurrences of check and debit card fraud, we at Bank of New Orleans are implementing new procedures to ensure the highest level of fraud prevention. To protect your account, we will monitor your ATM and debit card transactions for potentially fraudulent activity through our eNFACT program. Fraudulent activity may include a sudden change in locale, a sudden string of costly purchases, or any pattern associated with new fraud trends around the world. If we suspect fraudulent ATM or debit card use, we'll 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.

The process works as follows:

- 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.

We also ask you to please call us if you plan on traveling outside the US. That way, we will 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. If you have any questions or concerns about our new fraud prevention program, or if you ever feel that your card or account has been compromised, please don't hesitate to contact your local Branch Manager immediately.

Bank from home: www.bankofneworleans.net

Are you Prepared? (cont.)

You can also use BNO's FREE Internet Banking to access your accounts via our website at www.bankofneworleans.net. If you do not have Internet Banking, make sure you sign up before the storm. With Internet Banking you can check your account balances, transfer funds between accounts, make loan payments, research check status, and more – from anywhere! All you need is Internet access. Existing Internet Banking customers should access their account at least every six months in order for it to remain active.

In conjunction with Internet Banking, it's also a good idea to sign up for FREE Online Billpay. Just like Internet Banking, you can stay on top of your bills no matter where you are. No more worries about falling behind on your payments or worrying if a hampered mail service will deliver your payments on time. With FREE Online BillPay you simply go online and set up your bills to be paid and let us do the rest!

Keep our 24-Hour ACCESS

LINE number handy: 1-888-466-4664
With one call from any touch-tone phone you can get information on your accounts so that you will be able to monitor recent account activity, transfer funds between accounts, check balances, and hear current rate information.

Finally, be sure to have Direct Deposit set up as soon as possible. When mail service is disrupted, you're displaced from your employer, or simply have no way to get to the bank, Direct Deposit ensures that your deposit is automatically and securely deposited into your account. You can have payroll deposits, as well as Federal government benefits, pension, annuity, and more automatically deposited into your account.

Stop in you local branch today and we'll walk you through all that needs to be done to complete your hurricane checklist. And while you're there, pick up a handy Hurricane wallet card that includes all of our emergency numbers, web information and "things to do" should disaster strike.

*Louisiana Bancorp, Inc.
reports 1Q earnings increase*



Louisiana Bancorp, Inc., the holding company for Bank of New Orleans, reported impressive first quarter earnings of \$621,000 or 11 cents a share, an increase of 82 percent from \$342,000 in the same quarter last year. As reported by CityBusiness, these earnings were primarily attributed to an increase in the average balance of interest-earning assets. BNO has been publicly traded for nearly a year now as Louisiana Bancorp (LABC) on the NASDAQ.

*American Red Cross
recommends Safe Deposit Boxes*

Although you will want to bring important documents and essentials like your driver's license, copies of insurance papers, checks, deposit slips and ATM/Debit Card(s) with you in the event of an evacuation, the American Red Cross recommends a Safe Deposit Box as a good way to store important original documents such as:

- Ownership records (deeds, titles)
- Birth certificates
- Marriage license/divorce papers
- Child custody papers
- Investment certificates
- Appraisals of expensive jewelry

Visit www.redcross.org for a complete listing of important originals.

*Be Prepared with a
FREE Safe Deposit Box*



*Open A Checking Account
today and receive a
FREE*

3"x5" Safe Deposit Box

or

*50% off any larger box
for an ENTIRE YEAR!*

BOX SIZE	ANNUAL RENT	YOU PAY!
3"x5"	\$20	FREE
5"x5"	\$30	\$15
3"x10"	\$40	\$20
5"x10"	\$50	\$25
10"x10"	\$100	\$50

Customer must open a personal or commercial checking account to qualify. \$15 key deposit fee not included in promotion. Normal annual rent resumes after 12-months of rent at promotion price. Box prices and duration of promotion subject to change without notice.

 **BNO**
Bank of New Orleans

Established 1909

Lawrence J. LeBon III, CEO / President

Holly E. Thoede, Editor

(504) 834-1190

www.bankofneworleans.net
Member FDIC ♦ Equal Housing Lender