

Service and Reputation You Can Bank On!



# The Little EXTRA

Autumn 2008

A Publication of Bank of New Orleans

## Solvency, Strength and Security— A Message from the President

Insure deposits up to  
\$30 Million through CDARS

As you know, the financial sector of the stock market has received negative press in the recent past. First the demise of Bear Stearns, followed by the failure of Indy Mac Bank, and then the problems of Fannie Mae and Freddie Mac. Analysis of our financial statement, as of December 31, 2007, will assure you that the Bank of New Orleans



Larry LeBon  
President/CEO

continues to be strong and solvent. In particular, I would like to call to your attention the following as reflected in our statement:

1. Net Worth - The purpose of net worth and reserves is to assure the soundness of the financial institution during periods of adverse economic conditions. The net worth of the Bank of New Orleans, as per the financial statement, is 23.58% of total assets, or \$58 million, **more than seven times** the regulatory requirement.

2. Repossessed Assets – This category reflects properties that financial institutions have reacquired as the result of defaults on loans by borrowers. We have **no** repossessed assets. This is due to the fact that Bank of New Orleans has continued to apply conservative underwriting policies on its loans on a consistent basis.

3. Balance Sheet Composition – The balance sheet of the Bank of New Orleans **does not contain** any subprime mortgage loans or high-risk securities, both having contributed to the losses of many financial institutions.

As we approach our 100th Anniversary, rest assured that the Bank of New Orleans is a very solvent, strong, and safe federal savings bank, with excellent earnings, liquidity, and net worth.

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

When you place a large deposit 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 since there is no need to manually consolidate statements, interest disbursements or to calculate blended rates. You also no longer need to open accounts at different banks in different insurable capacities.

### Here's what you get...

*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 for more information on CDARS.

## 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

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Apply for a BNO credit card  
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cooler

## What's New?

Try out  
Business iBanking!

Pick up a  
FREE Football Schedule  
at any Branch!



Bank from home: [www.bankofneworleans.net](http://www.bankofneworleans.net)

## Louisiana Bancorp, Inc. added to Russell Microcap Index

Louisiana Bancorp, Inc. (LABC) recently announced it has been added to the Russell Microcap Index after the Russell Investment Group reconstituted its comprehensive set of U.S. and global equity indexes on June 27, 2008.

Russell indexes are widely used by investment managers and institutional investors for both index funds and as benchmarks for passive and active investment strategies. The Company will hold its membership until Russell reconstitutes its indexes in June 2009.

"We are pleased with our inclusion in this index, which reflects our continued positive momentum," said Lawrence J. LeBon, III, Chairman, President and Chief Executive Officer. "Russell is an industry leader for stock indexes, and we expect our inclusion will generate greater interest in our stock among institutional investors."

The annual reconstitution of the Russell Microcap Index captures the 1,000 smallest U.S. stocks in the Russell 2000, plus the next 1,000 stocks as of the end of May.

## Roll into Fall with a BNO Credit Card and Travel Cooler



It's officially Fall and you know what that means--football games, tailgating and the holidays are not far away. What



better way to travel to an LSU or Saints game than with a FREE rolling cooler! All you have to do is apply for your BNO Visa® Credit Card

between now and October 31 and you will receive a FREE rolling cooler.\* And with the holidays right around the corner, you'll be able to get a jump start on shopping with the convenience of your BNO Credit Card at your fingertips. Stop by a branch and apply today.

\*While supplies last. Offer subject to change without notice. Application must be submitted at a branch location in order to receive cooler. Applications submitted via BNO's website will not be eligible for the incentive. Coolers may vary from style and color shown. Limited time offer.

## Internet Banking: Answers to Frequently Asked Questions



• **How do I input my account number?** Enter your account number as it appears on your last statement. If you are using your checkbook, enter the middle set of numbers making your first digit your last digit (i.e. 2080009999 should be entered as 0800099992).

• **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 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 statements.

-Contributed by Renee Weigel and Diane Dalferes

Introducing...  
**Business iBanking**  
Now you can manage your  
Business Accounts online  
24 hours a day, 7 days a week.  
Contact us today for  
more information.

## Come Celebrate Customer Appreciation Day Friday, October 31

At BNO, we'd like to thank you-- our loyal customers-- for trusting us to bring you the products, customer service and dependability you've come to expect. Please join us at a branch nearest you on Halloween Day, Friday, October 31 for refreshments and giveaways.



Established 1909

Lawrence J. LeBon III, CEO / President

Holly E. Thoede, Editor

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www.bankofneworleans.net  
Member FDIC ♦ Equal Housing Lender