



June 1, 2011
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FIRST FEDERAL SAVINGS BANK NAMED MAXI AWARD WINNER

EVANSVILLE, IN – First Federal Savings Bank in Evansville, Indiana, was honored on May 25, 2011, with a prestigious MAXI Award recognizing marketing excellence throughout the state of Indiana.

First Federal won a MAXI Award in the Website & Social Media category for a Facebook Fan Billboard Campaign. This campaign allowed customers and facebook fans to enter in a drawing through facebook to be featured on a First Federal billboard placed throughout the Evansville area.

The award was presented by representatives of the Indiana Bankers Association in Indianapolis, Indiana. Awards were given in 11 categories within three different tiers. First Federal fell in the middle tier as a bank with assets between \$200 and \$500 million.

The MAXI Awards recognize excellence in bank marketing and advertising throughout the state of Indiana. The competition was coordinated by the Indiana Bankers Association, in cooperation with the Indiana Chapter of the ABA Marketing Network. For more information on the MAXI Awards and the Indiana Bankers Association please visit www.indianabankers.org.

For more information on First Federal Savings Bank please visit firstfedevansville.com.

About First Federal Savings Bank

First Federal Savings Bank was established on Evansville, Indiana's Westside in 1904. First Federal is a community bank currently serving the residents of Southwest Indiana with seven branch offices located throughout Posey, Vanderburgh, and Warrick Counties.