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## **FIRST FEDERAL SAVINGS BANK RECEIVES STATEWIDE MAXI AWARD**

EVANSVILLE, IN – First Federal Savings Bank in Evansville, Indiana, was honored on May 26, 2010, with a prestigious MAXI Award recognizing marketing excellence throughout the state of Indiana.

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.

First Federal won a MAXI Award in the Interactive Media category which focused on the social media outlet, Facebook. The bank's Facebook page is dedicated to keeping customers up to date on community events, financial news, and bank related products. First Federal's Facebook page has been operating since October 2009.

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](http://www.indianabankers.org).

For more information on First Federal Savings Bank please visit [firstfedevansville.com](http://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.*