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### **HOME FEDERAL SAVINGS & LOAN LAUNCHES NEW MARKETING CAMPAIGN**

Collinsville, Ill., February 16, 2009 – Home Federal Savings & Loan has launched a comprehensive new marketing campaign designed to grow the bank's customer base and capitalize on the Collinsville and surrounding area's economic and population growth. The campaign features a refreshed identity and branding, an updated website offering online banking, a new print and online advertising program, a new public relations program, event marketing and community outreach initiatives.

"The Collinsville area has experienced substantial new growth over the past several years, and there are significant new developments in the works to continue this growth in future years," said Nancy Lochmann, President and CEO of Home Federal. "We want to continue serving our solid base of Collinsville area customers while also reaching out to attract the new residents coming into the area."

More than 25,000 people now call Collinsville home, nearly double what the city's population was 20 years ago. Hundreds of new and rehabbed homes and condominiums in a variety of price ranges have been built in the past three years. Collinsville's market for rehabbing older homes has taken off dramatically in recent years. More than 3,500 new homes and business are forecast for the community over the next 20 years, including a major new initiative to re-develop the city's historic downtown and surrounding area into a residential and cultural center.

"Our headquarters is right in the middle of this redevelopment area, so we have a vested interest in supporting the community's growth," Lochmann added. "Hundreds of new residents are expected to move into downtown Collinsville over the next few years, and we want to be their bank."

The new campaign also seeks to provide additional support to Home Federal's new Maryville branch, which opened one year ago and has exceeded its projections for business development.

"We have enjoyed a strong response in the form of new business from the Maryville community," said Kim Reising, Maryville Branch Manager. "The number of new customers, accounts and loans generated at this branch has exceeded our first year projections, despite the area's economic slowdown. We're anticipating additional growth here in the coming year."

Home Federal is launching its new marketing campaign despite the downturn in the nation's economy.

“Over our 122-year history, Home Federal Savings & Loan and our customers have stood together to weather recessions, a depression and the cyclical ups and downs that make our economy strong,” Lochmann says. “Today we are exceeding our customers’ expectations for financial security, competitive interest rates and personalized service. We are optimistic about our future, and feel it is wise to increase our investment in it now.”

Home Federal Savings & Loan offers a full range of savings accounts, checking accounts, home loans, property improvement loans, IRAs and CDs for individuals and families. The bank was founded in 1887, and has remained in business for the past 122 years.

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