

Total Eclipse


eclipsesm

A FRESH WAY TO BANKsm

SUMMER 2010

Notes From Steve Stratton

It's a hot summer at Eclipse! Welcome to the new e-version of the *Total Eclipse*. It's all part of the "greening" of our efforts. See how you can help below by switching to e-statements and helping grow Louisville's premier parks system.

Much is changing at Eclipse. We recently completed a successful stock offering, with more than \$4 million added to our already strong capital position. I'm also very pleased to report that as of June 30, 2010 the Bank posted its first quarterly profit since our inception. While the current economic atmosphere remains challenging, we anticipate cautious growth this year and into 2011. Remember, the vast majority of our new business each month comes from word-of-mouth and referrals from our existing customers. We greatly appreciate that enthusiasm.

I invite you to take a fresh look at your current banking habits. Expand your current relationship with Eclipse - we can easily handle all your banking needs. Not only will you be comfortable with your Eclipse experience, you will also take an active role in the financial success of **your** bank...and your investment.

As always, we are thankful for your continued support. Please stop by our landmark headquarters any time and say hello, or email me directly at steve.stratton@eclipsebank.com.



Book 'Em.

Eclipse recently received a great honor when it's original marketing platform and brand identity development was recognized nationally by McGraw-Hill publishing company as an outstanding example of business branding. The original Eclipse strategy will be profiled in an upcoming edition of "the" college level marketing textbook, published by McGraw-Hill. The profile, which includes video of the interior design elements of the bank, will become part of the standard marketing curriculum in universities and colleges across the United States.

Refreshing



Enjoy summer savings
with Eclipse Bank

24 month CD
2.00% APY*

Raise your rate once if
posted rates increase any
time during your 24 month
term. Now that's refreshing!

Call for more details:
502-671-4800

Member FDIC

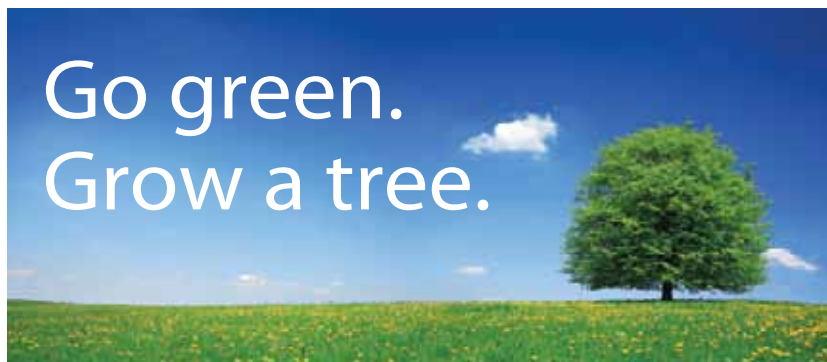


Higher Education

Switch To E-Statements

Switch your accounts to e-statements today – it's free and convenient.

- Access your bank statements easily and securely online 24/7
- Receive email notices when new statements are available.
- Log-on to on-line banking and get started immediately.



Eclipse will donate \$1 toward the Olmsted Parks Conservancy's efforts to re-plant Louisville's historic parks with new trees.



Photo by Courier Journal

Host your next event at Eclipse

Eclipse welcomes customers and community groups to hold meetings and small after-hours events at our world headquarters. More than thirty community groups regularly hold their board meetings, event committees and business/staff meetings at Eclipse. Additionally, many of those groups have become customers of Eclipse over the past few years. They witness our exciting, fresh approach to banking in action and want to come back for more. We are grateful for their trust in Eclipse and we are committed to supporting area non-profits in the best way we can.

Our state-of-the-art board room seats 20 comfortably and features multiple conference A/V capabilities. Two other smaller conference rooms are available as well. The central rotunda with an attached full catering kitchen makes a prime spot for small gatherings and events. For more information on reserving Eclipse for your next meeting or event, please call (502) 671-4819.

Take Me Out To The Ballgame

Once again Eclipse was happy to sponsor our boys of summer – the Eclipse Cardinals. Our St. Matthews Little League team had a winning season, coming in third in their division. Eclipse joined the Cardinals for Opening Day celebrations, which included a parade through St. Matthews, before the first pitch was thrown. Congratulations Eclipse Cardinals! We'll see you at the ballpark again next summer!



Around Town

Some of your Eclipse bankers recently competed admirably in the St. Matthews Area Business Association Olympics, which pitted teams from area businesses in fun "Olympic" competitions in the coveted traditional sports of tricycle racing, sack racing and crazy obstacle courses. While the team didn't bring home any trophies, it at least maintained its dignity. Or so they said.



Eclipse also participated in a more traditional business expo at Trinity High School hosted by the St. Matthews Area Business Association. The day-long event brought together businesses and the community for a chance to learn about Eclipse and other local businesses.



Eclipse joined other St. Matthews schools and businesses in supporting Summerbridge, a local nonprofit that provides summer enrichment classes to students from inner-city schools and neighborhoods. The program, held at Sacred Heart Academy, works on students' reading, writing and math abilities and also offers electives such as drama, languages and art instruction. The majority of Summerbridge's students are from struggling families and homeless shelters. Eclipse families served home cooked meals and arranged for Papa John's pizza deliveries for the students weekly. Eclipse also extends thanks to customer Barney Barnett, Chairman of Algood Food Company (www.algoodfood.com/aboutus.htm). When he learned of Summerbridge's program, he donated several cases of peanut butter and jam each week for students to enjoy. From all of us, thank you to the student teachers and Executive Director Carrie Peterson who make this program possible.



Refer a Friend!



Refer A Friend

Congratulations to Eclipse customer Chris Simms, who won a summer travel getaway certificate from Knights Travel / The Travel Authority and Eclipse during our "Refer A Friend" promotion. Customers and friends who referred new business to Eclipse were entered in a drawing to hit the road for the summer with some travel cash courtesy of Eclipse. Thanks to everyone who participated in the promotion and remember...keep those referrals coming.

Fresh rates



Movin' On Up...

Home mortgage rates are at historic lows. Call Melissa McClure at (502) 671-4827 or email her at melissa.mcclure@eclipsebank.com to learn the latest and let her customize a mortgage that will bring you the home of your dreams.



Working the Web.....

Don't forget to visit the Eclipse website. Our industry-honored website makes banking a breeze. Not only is the design fresh and eye-catching, the site is easily navigated and allows you to research your account options and do your online banking while you sip coffee in your pajamas. Check out available account options, see where your financial needs will take you with your personalized account advisor, read the backstory on Eclipse, and even plan your community event with us. Visit www.eclipsebank.com often for updates and see for yourself what we mean by "a fresh way to bank".



Let Us Know What You Are Thinking....

Contact us any time via our website: www.eclipsebank.com or call us at 502-671-4800. Or, stop by our World Headquarters at 3827 Shelbyville Road. Take a tour, have a cookie, feed the fish and chat about your banking needs. We'll keep a couch waiting for you.

Eclipse is currently offering one of the highest money market rates in Louisville on deposits of \$10,000 or more. Call Brenda Hyatt at 502-671-4817 to learn more.



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