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**WELCOME to FREEDOM BANK of AMERICA**

**QUALITY. SERVICE.**

We are committed to being the best. As we accomplish our goals, we will rise above...

 Equal Housing Lender. Member FDIC.



**December 2010**

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**Dear Jeremy,**

**Letter from the CEO**

Your introduction sets the tone for your newsletter and encourages the recipient to read further. Your style may be warm and casual, or technical and no-nonsense depending on your audience.

Andy Williams  
CEO/President  
Freedom Bank



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**New FDIC Insurance Coverage**

Know your target audience. Who are your most important customers, clients or prospects, and why? Know what is important to them and address their needs in your newsletter each month. Include a photo to make your newsletter even more appealing. Inserting a link in your article lets you track which topics attract the most interest.

Freedom Bank of America is participating in the FDIC's Transaction Account Guarantee Program. Under that program, through December 31, 2010, all noninterest-bearing transaction accounts are fully guaranteed by the FDIC for the entire amount in the account. Coverage under the Transaction Account Guarantee Program is in addition to and separate from the coverage available under the FDIC's general deposit insurance rules. If the funds in a noninterest-bearing transaction account are swept, transferred or re-classified to an interest-bearing account, they are no longer eligible for the full guarantee provided under the Transaction Account Guarantee Program. Instead, as an interest-bearing account, they will be guaranteed up to \$250,000 per owner, beneficiary, corporation, partnership or unincorporated association.



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**Proud Sponsor of the AAA Angels**

Freedom Bank of America is now the proud

TESTIMONIAL



As small business owners in Old NE St. Petersburg, we truly value the working relationship and partnership we have with Freedom Bank. Their entire staff is very professional, extremely knowledgeable, and super friendly too! It is delightful for our staff



sponsor of the AAA Angels at the Northeast Little League. Go Angels!!

The league is about service, player development and family. What is more wholesome than Little League Baseball and

Softball?

Our cause is to have a part in creating quality young men and women while developing great game skills. Come join the history at NELL, it is our time to share the values we learned along the way. For a team schedule [click here](#).

to be on a first name basis with the staff at Freedom Bank. We always know we can count on them for excellent service. Keep up the great work!  
*Lani Ford, Terrier Properties*

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