



**WOMEN ENTREPRENEUR SEMINAR SERIES CONTINUES AT FIRST FARMERS COOL SPRINGS;
PUBLIC RELATIONS VS. ADVERTISING IS NEXT TOPIC**

FRANKLIN, Tenn. (August 3, 2009) – For women entrepreneurs trying to decide how to promote their new businesses, the next installment in a series of seminars will provide some insight. Titled “So now what do I do? Shout or let someone else shout for me?” the session held Tuesday, August 11th at 4:30 p.m. at the First Farmers & Merchants Bank Cool Springs Financial Center will pair a PR practitioner with an advertising executive discussing the pros and cons of both disciplines.

The series, which the bank partners with the Nashville Ladies Who Launch organization, is free of charge and open to all women, regardless of whether you have a First Farmers banking account. The presentation will be made by Janine Winnard (advertising) and Frank Limpus (public relations), both of Brentwood marketing communications agency J&A integrated thinking.

Prospective attendees are asked to RSVP to Melissa Goodman at the First Farmers Cool Springs Financial Center at 615-771-6484 or melissa.goodman@fandmbank.com.

“We’ve had great participation in our first two sessions, so we’ve obviously identified needs for these female entrepreneurs,” said Goodman, relationship manager, First Farmers Financial Center, Cool Springs. “These sessions should help women network and gain access to a variety of business experts who might help better position them for success as they launch or expand their endeavors.”

The informational sessions are held the second Tuesday of each month in the bank’s community room (300 Billingsly Court, Franklin, 37067) and are intended to provide practical information and networking opportunities useful to women as they launch their businesses. The seminars last an hour with time for networking to follow. Light refreshments will be provided.

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About First Farmers & Merchants Bank

Founded in 1909, First Farmers & Merchants Bank (Member FDIC) is one of the most successful independent banks in Tennessee, with total assets of approximately \$917 million and deposits in excess of \$758 million. An additional \$2.7 billion in assets is held by its Trust & Financial Management Department. Headquartered in Columbia, Tenn., the bank operates 17 offices in a seven county area in Middle Tennessee that includes Maury, Lawrence, Marshall, Hickman, Giles, Dickson and Williamson counties. It is distinguished by its commitment to traditional, personal banking relationships that incorporate state-of-the-art technology to provide the highest

possible level of service. For additional information, visit www.fandmbank.com or call the main office at 931.388.3145.