



F&M FEATURES LOCAL RESIDENTS ON NEW MARKETING MATERIALS AND WEB SITE

LAWRENCEBURG, Tenn. Dec. 4, 2006 – Lawrence Countians Aaron McCroskey, Frances and Ronnie McDonald, William S. Piper, Barbara Rasnick, Johnny Fleeman, Todd Beckman, Anita Piper, Jayme Niedergese, Bobby Belew, Louise Brown, Camille Howell, Bud Abbott and Dr. Mark Short will soon have a higher profile thanks to their relationship with First Farmers & Merchants Bank. The 14 local residents are starring in the bank’s latest marketing materials – appearing on lobby posters, drive through banners and F&M’s recently redesigned Web site.

“These new marketing materials celebrate the relationship between the bank and its customers. F&M customers really are the bank,” said Kim Doddridge, F&M vice president and director of marketing. “Using photographs of customers in our marketing campaign and Web site is a way for us to show that we appreciate them.”

The new set of F&M marketing materials is the second to feature local customers. New interior and exterior signage have been at F&M branch offices in Lawrence County since early November. In addition to F&M customers, the recently redesigned Web site features improved navigation and additional information and online banking options. F&M plans on rotating and adding new customers to their marketing materials, including their Web site, on a regular basis.

“We are honored and humbled that so many customers are willing to lend their names and photographs to show their support for our bank,” said T. Randy Stevens, F&M chairman and CEO.

To view F&M's redesigned Web site, visit www.fandmbank.com.

Founded in 1909, First Farmers & Merchants Bank (Member FDIC) is one of the largest independent banks in Tennessee, with total assets over \$800 million and an additional \$2.5 billion in assets held by its Trust & Financial Management Department.

Headquartered in Columbia, the bank operates 19 offices in a seven-county area that includes Maury, Lawrence, Marshall, Hickman, Dickson, Giles 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.

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