



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

COLUMBIA, Tenn. Dec. 4, 2006 – A few Maury Countians will soon have a higher profile thanks to their relationship with First Farmers & Merchants Bank. More than 20 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 Maury 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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