



New Name, Same Great Partner

— Keeping You Informed, As Always

121 Financial Credit Union, the new name for Florida Telco, is pleased to present our first newsletter, 411! What's with all the numbers? you may ask. It's simple, really. We have 121 in our name and have chosen 411 as the name of our newsletter for a couple of reasons.

First, 121 (pronounced one-to-one) symbolizes our commitment to always provide one-to-one personal service, no matter how large we grow. We know that you are the life-blood of the credit union and without you, we would cease to exist. Second, using numerals in the name and the "411" name of the newsletter is our way of paying homage to our telephone company roots. 411 is widely recognizable as the number you dial for information, and our main goal with our newsletter is to keep you informed of everything going on with the credit union and the financial industry.

Choosing the Name.

Choosing the right name was a chore beyond our wildest thoughts. Internal focus groups met with our consultant and expressed their thoughts on Florida Telco's strengths and the things that make people choose us as their financial institution. Some of these attributes were: personal, trustworthy, innovative, knowledgeable, responsive and competitive.

From that, our consultant and his team presented a slew of potential names. As we

watched each name appear and pondered the potential connotations, 121 truly stuck out as the leader of the pack. It was different than any other financial institution in our area, said a lot in just a few keystrokes, and touched on our strongest attribute: personal service. And, as a bonus — kept the telephone company heritage alive yet promoted the inclusive nature of our community-based charter. Adding the word "financial" to the name allows those who are not familiar with what a credit union is to get a picture that we're here for their financial needs.

Commitment.

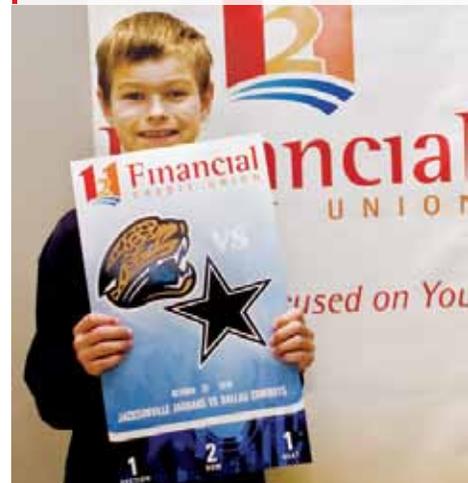
Our commitment to you has not changed. No matter how much we grow, we are committed to offering you the personal service you have come to expect from us. In fact, growth will allow us to hire more representatives, build new branches and offer more convenient services all while keeping loan rates low and dividend rates high. But we need your help! Word-of-mouth is our best form of advertisement. If you're happy with your credit union, please tell your friends and family.

If, for some reason, you have been unhappy, please tell us. You can reach us at info@121fcu.org. Your comments will be routed to the appropriate executive and addressed within two business days.

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Great Partners
Promotion Winners!

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Hours of Operation

Lobbies:

Monday – Friday:

9:00 am to 5:00 pm

Saturday:

9:00 am to Noon*

Drive-Thru: Monday –

Thursday:

7:30 am to 5:00 pm

7:30 am to 6:00 pm**

Saturday:

9:00 am to Noon*

*Branches with Saturday Hours include: Southside, Intracoastal West, Mandarin, Northside, Orange Park and Westside.

**Downtown Drive Thru closes at 5:00 pm.

Locations

Headquarters:

Southside

9700 Touchton Road
(near Tinseltown)

Branch Locations:

Downtown

300 W. Adams Street
(@Adams St & Julia St)

Intracoastal West

12740-12 Atlantic Blvd
(@Atlantic Blvd & Girvin Rd)

Mandarin

11406-2 San Jose Blvd
(@San Jose Blvd & Mandarin Rd)

Northside

14023 Revell Drive
(@River City Marketplace)

Orange Park

12740-12 Atlantic Blvd
(@ I-295 & Blanding Blvd)

Westside

8101 Normandy Blvd
(West of I-295)

Mini Branch at

Swisher International
Restricted Access

Overdraft Protection: Don't Be Denied

– Be Sure You Have the Protection You Need

Did you know that 121 Financial has several different ways you can protect yourself from the high cost, hassle and embarrassment of overdrafts? We have several ways to help!

Overdraft (Transfer) Protection

In most cases, checking account holders use their savings account as their first line of defense from inadvertent overdrafts. **How it works:** When a check, ACH (automatic payment), debit or ATM transaction is presented that would overdraw your account, the system checks your savings account and if there are available funds in savings, a transfer will occur to cover the amount, for a small fee. (Currently \$2.) This transfer option can be set up from any of your accounts, including Money Markets; however, be aware that some savings accounts are subject to a maximum of six (6) transfers per month.

Privilege Pay

Privilege Pay is another option that can be used in combination with Overdraft Protection. **How it works:** This discretionary service allows authorization of payment for overdrafts for the following types of transactions: checks and other transactions using your checking account number and automatic (ACH) bill payments. We do not authorize payment of overdrafts for the following unless you ask us to: everyday debit card and ATM transactions.

Privilege Pay pays overdrafts at the discretion of the credit union, which means we do not guarantee that we will always authorize and pay any type of transaction. If we do not authorize and pay an overdraft, your transaction will be declined. However, if we do pay the overdraft, you will be charged at fee of up to \$35* each time we pay an overdraft and there is no limit on the total fees we can charge you for overdrawing your account. If you choose to authorize 121 Financial to pay everyday debit and ATM overdrafts, you can "opt in" via Private PC, or you can call 904.723.6300 and choose "Member Services" from the menu.



A representative will be happy to explain your options in further detail. With a fee of \$35 (currently) you may wonder how Privilege Pay can actually save you money. Instead of being charged \$35 return check fee AND a fee of usually \$40 from the merchant, you only have one fee to pay.

Tips to Avoid Fees

We know you don't want to pay fees – and it's in everyone's best interest that we all keep our accounts in good standing and always know our balance before making a transaction. But, we also know that mistakes do happen which is why we offer these different options. **The best way to avoid fees is to always be aware of the balance in your accounts.**

IMPORTANT: If you have not yet chosen your preferences for Privilege Pay – either by mail, phone, Private PC, or at any branch, please do so as soon as possible. Not making a choice could cause your debit card to be denied should you not have available funds in your checking account.

The fastest way is to log in to your account via Private PC, choose Account Services > Overdraft Services > Privilege Pay. From the drop down menu, choose your checking suffix (2), and click "Change Suffix." To OPT-IN click the check box under enroll options and select update. To decline coverage leave the enroll options unchecked and click update.

Holiday Shopping — Start Planning Ahead



The holidays always seem to be just around the corner. It won't be long before families are exchanging presents. Holidays and gifts can take a big bite out of your budget so planning ahead will help keep your budget under control. It's important not to get caught up in the last minute emotion of the season and spend more than you planned. Holiday overspending ruins many festive occasions and can result in long repayment schedules.

Don't have a holiday credit hangover! Remember, credit obligations (excluding home mortgages and utilities) should not exceed 15-20 percent of your take-home pay each month. Don't forget to plan ahead for expenses such as holiday decorations, special candies, baking supplies (especially if baking for gifts), increased utility bills, food consumption and wrapping paper. These expenses are rarely considered and can really add up fast.

Need help with a holiday budget? As a member of 121 Financial Credit Union you can take advantage of the Accel program,

a free financial education and counseling program. Accel counselors are available Monday through Thursday 8 am to 10 pm (EST), Friday 8 am to 7 pm and Saturday from 9 am to 1 pm. To use this new service, simply call 1-877-33ACCEL (332-2235) or visit them on the web at www.accelservices.org

How to Relieve Holiday Stress:

1. Shop early for gifts. This allows you to take advantage of sales, specials and bargains. Don't over-buy or forget you have already shopped for someone.
2. Make your own gifts. Use skills you have to sew, bake, paint or make crafts.
3. Don't be a "One gift for you...one gift for me" shopper! And don't be tempted to give your gifts early lest you buy more!
4. Use layaway plans if possible. Most allow you to pay at a rate you can afford either weekly or monthly.
5. If you have a large family, consider drawing names to exchange gifts.
6. Shop your local craft fairs and shows for specialty items - you'll find some great ideas. Sometimes you can bargain with the vendor.
7. Family members would appreciate an IOU to mow the lawn or wash the car in the spring.
8. If you plan to fill stockings or bags for children, try putting a few pieces of fruit (apples & oranges) in the bottom first. Also, coloring books and scratch pads make great inexpensive fillers.
9. Know your merchants' return policies before buying.

Need a little extra help with holiday expenses?

It can be hard to plan for all of the gifts and expenses associated with the holiday season. We offer a short term personal loan with a lower interest rate to make your holidays stress free.

Our Holiday Loan has 8% interest rate for all credit tiers and a term up to 12 months!*

*Compare with Personal Loan rate of 11.9%. Only available through January 31, 2011. No discounts available on this loan for ACH/automatic payments.

Shopping Safety

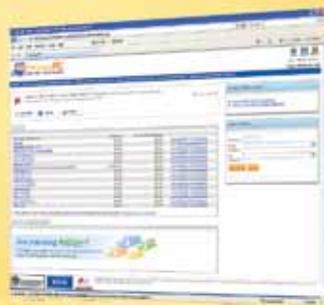
Keep your eye out for theft and fraud at this time of year.

Follow these simple rules:

- » Keep a list of all credit and charge card account numbers, with company phone numbers, in a safe place, not with you.
- » After a purchase, destroy all credit card slips carbons (or incorrect receipts you have corrected).
- » Never sign a blank receipt.
- » Keep your charge/credit card in view at all times when using it for a purchase.
- » Always notify the creditor immediately if there is an error on your billing statement.
- » Know the mail order company before ordering and giving your credit card number over the telephone.

Private PC/Mobile Banking Update — Launch Delayed

Recently we announced that we would be upgrading Private PC and launching Mobile Banking. While our employees were testing the new system it did not meet our standards for accuracy and convenience to our members. We are currently waiting for our vendor to correct this before we launch it to our members. Once this is corrected and successfully launched we will begin the process of launching Mobile Banking.



Error Resolution

—for Lines of Credit

Important Information Regarding the Computation of Your Loan Balance & Loan Finance Charges

The balance on which the finance charge is computed is the actual unpaid loan balance each day after the credits are subtracted and new advances or other charges are added. The finance charge is computed when you make a payment. For each day since your last payment the unpaid balance in your account is multiplied by the corresponding daily periodic rate. The sum of these charges is the finance charge you owe on the loan account.

Your Billing Rights

— Keep This Notice for Future Use

This notice contains important information about your rights and our responsibilities under the Fair Credit Billing Act. Notify us in case of errors or questions about your statement if you think your statement is wrong, or if you need more information about a transaction on your statement, write us (on a separate sheet) at the address listed on your statement. Write to us as soon as possible. We must hear from you no later than 60 days after we sent you the first statement on which the error or problem appeared. You can telephone us, but doing so will not preserve your rights. In your letter, give us the following information:

- » Your name and account number.
- » The dollar amount of the suspected error.

Describe the error and explain, if you can, why you believe there is an error. If you need more information, describe the item you are not sure about. If you have authorized us to make your loan payment automatically from your share or share draft account, you can stop the payment on any amount you think is wrong. To stop the payment, your letter must reach us three business days before the automatic payment is scheduled to occur.

Your Rights & Our Responsibilities After We Receive Your Written Notice

We must acknowledge your letter within 30 days, unless we have corrected the error by then. Within 90 days, we must either correct the error or explain why we believe the statement was correct. After we receive your letter, we cannot try to collect any amount you question, or report you as delinquent. We can continue to bill you for the amount you question, including finance charges, and we can apply any unpaid amount against your credit limit.

You do not have to pay any questioned amount while we are investigating, but you are still obligated to pay the parts of your obligation that are not in question. If we find that we made a mistake on your statement, you will not have to pay any finance charges related to any questioned amount. If we didn't make a mistake, you may have to pay finance charges, and you will have to make up any missed payment on the questioned amount. In either case, we will send you a statement of the amount you owe and the date that it is due. If you fail to pay the amount that we think you owe, we may report you as delinquent. However, if our explanation does not satisfy

you and you write to us within ten days telling us that you still refuse to pay, we must tell anyone we report you to that you have a question about your statement. We must also tell you the name of anyone we reported you to. We must tell anyone we report you to that the matter has been settled between us when it finally is. If we don't follow these rules, we can't collect the first \$50 of the questioned amount, even if your statement was correct.

Special Rule for Credit Card Purchases

If you have a problem with the quality of property or service that you purchase with a credit card, and you have tried in good faith to correct the problem with the merchant, you may have the right not to pay the remaining amount due on the property or services. There are two limitations on this right: (a) You must have made the purchase(s) in your home state, or if not within your home state within 100 miles of your current mailing address; and (b) The purchase price must have been more than \$50. These limitations do not apply if we own or operate the merchant, or if we mailed you the advertisement for the property or services.

— for Electronic Transfers

In case of errors or questions about your electronic transfers, telephone us at 800-342-2352 or write to :

**121 Financial Credit Union
PO Box 16688
Jacksonville, FL 32245**

Inform us as soon as you can, if you think your statement or receipt is wrong or if you need more information about a transaction listed on the statement or receipt. We must hear from you no later than 60 days after we sent you the first statement on which the problem or error appeared.

- » Tell us your name and account number(s)(if any).
- » Describe the error or transfer you are unsure about, and explain, as clearly as you can, why you believe it is an error or why you need more information.
- » Tell us the dollar amount of the suspected error.

If you tell us orally, we may require that you send us your complaint or question in writing within 10 business days.

We will determine whether an error has occurred within 10 business days after we hear from you and will correct any error promptly. If we need more time, however, we may take up to 45 days to investigate your complaint or question. If we decide to do this, we will credit your account within 10 business days for the amount you think is in error, so that you will have use of the money during the time it takes us to complete our investigation. If we ask you to put your complaint or question in writing and we do not receive it within 10 business days, we may not credit your account.

For errors involving new accounts, point-of-sale, or foreign-initiated transactions, we may take up to 90 days to investigate your complaint or question. For new accounts, we may take up to 20 business days to credit your account for the amount you think is in error.

We will tell you the results within 3 business days after completing our investigation. If we decide that there was no error, we will send you a written explanation. You may ask for copies of the documents that we used in the investigation.

Board of Directors

Bob Gipson
Chairman
904.223.1234

Billie Greenlief
Vice Chairman
904.992.3718

Cynthia deLassus
Treasurer
904.646.4406

Bill Macomber
Secretary
904.733.4220

Bill Cauley
904.641.3031

Eddie Clanton
904.282.5885

Joe Hardcastle
904.268.2869

Michael Hogan
904.778.2143

Gavin Pickett
386.496.9012

David Pugh
904.262.4080

Supervisory Committee

Lyn DeLoach
Chairman
904.824.8660

Ellen Page
904.757.6818

Arzada Haynes
904.693.9400

Executive Team

William Braddock, Jr.
President
Chief Executive Officer

Davis Johnston
Senior Vice President
Operations

Becky Hulett
Senior Vice President
Chief Financial Officer

Gretchen Quisenberry
Senior Vice President
Human Resources

Cindy Breslin
Vice President
Marketing

Terri Thomas
Vice President
Administrative Services

Identifying the Correct Numbers for Your Direct Deposit

ABA Routing Number: This is a 9 digit number that identifies 121 Financial Credit Union as your Financial Institution.

Member Number – For Savings: This number is up to 6 digits long and is the only account number we only need when designating your Savings Account for direct deposit.

Checking Account Number: This is a 13 digit number that designates your 121 FCU Checking Account for direct deposit.

ABA ROUTING NUMBER MEMBER NUMBER CHECK NUMBER
 263079043 270012345626 0500
 CHECKING ACCOUNT NUMBER

Telephone Numbers

All Locations:
904.723.6300

(Toll Free)
800.342.2352

FAX (Headquarters)
904.722.6694

VISA Credit Cards:
Credit Card Customer Service:
1.866.820.3097

Credit Card Lost/Stolen:
1.800.449.7728

Credit Card Activation:
1.800.527.7728

VISA Debit Cards:
Debit Cards/Lost Stolen:
1.866.209.7029

Debit/Check Card Fraud:
1.866.262.8981

Visa Extras:
1.800.960.8472

Benefits Plus, A Discount Program

— Exclusively for 121 Financial Members

Imagine a world where you don't have to make your own travel arrangements or worry about getting the most for your money. With one simple phone call you are connected to a world of guaranteed savings and rebates on air travel, hotel accommodations, cruises, car rentals and more!

With great trips planned you'll need to look your best! With Macy's, Gap, Old Navy and Banana Republic gift cards at 10% off, you'll dress to impress for less!

What about a break from cooking with 10% off restaurant gift cards such as Chili's, Macaroni Grill, T.G.I. Fridays, Panera Bread, Applebee's, Ruby Tuesday's, Longhorn, Red Lobster, Olive Garden and more?

Never Have You Saved So Much For So Little!

And if you need a Caramel Macchiato a day to keep the doctor away how about 10% off with a Starbucks gift card?

There's just so many ways you and your family can save when you become a Benefits Plus® member that we invite you to visit the website at www.benefits-plus.org for more information or call a 121 Financial Member Service Representative at 904-723-6300 for complete details. Start saving today!

Full Service Travel

- » Air Travel
- » Cruise Discounts
- » Group Tours & Special Events
- » Car Rental Discounts
- » Condominium Vacation
- » Hotel Discounts
- » Major Attraction
- » Ski Lift Tickets



And More —

- » Credit Card Registration & Protection
- » Identity Theft Shield Protection
- » Money For College
- » Comprehensive Dental Coverage
- » Family Movie Ticket Discounts
- » 24-Hour Emergency Road Service Discounts
- » Great Gifts For Less
- » Discounted Long Distance Savings

Health Services Savings

- » Discounts at National & Local Pharmacies
- » Vision & Hearing Discounts

Food For Less:

- » SAM's Discounts
- » Costco Savings
- » Internet Grocery Coupon Club Savings
- » National Restaurant Discounts



121 Financial Credit Union has selected Generations Gold, Inc. a fully independent third party service provider, to provide travel and other discounted services to Benefits Plus® members. 121 Financial Credit Union assumes no liability for any of the providers in fulfilling their services. All liabilities, claims, damages and demands are the direct responsibility of Generations Gold, Inc., the benefits provider. Discounts received through Benefits Plus® may not be used in conjunction with other financial services discounts. Benefits subject to change. Please visit the website or contact Benefits Plus® at 1.866.329.7587 for further details.

Great Partners Promotion Winners



SVP Davis Johnston presenting Paul F. and son with Grand Prize tickets to Jags Game in Dallas.

All the submissions are in! After careful deliberation, we have chosen the winners of our "Great Partners Promotion." Paul F's entry was chosen as the winner of the Grand Prize tickets/trip to see the Jacksonville Jaguars vs. the Dallas Cowboys. Paul has decided to take his great partner, his son Nicholas, to the game. Thank you for the great submissions!

Florida Telco has been our financial partner since our marriage in 2001. We both feel that we know the people there and they know us. Due to the economy we recently experienced financial difficulties. We felt overwhelmed with the bills piling up and the situation frankly embarrassed us. I turned to Florida Telco to discuss my options. To my surprise the branch manager showed me that he cared. We weren't treated like second class citizens. He suggested that we try ACCEL to help us manage the change in our finances. This program was our saving grace and is a great partner to the credit union as well. The tellers treat me and my family with a pleasant smile as if I am a VIP every time I come in. Thanks to the staff who have assisted us with kindness and helpfulness treating us both professionally and neighborly. We would never even think of having any other partner. Florida Telco (now 121 Financial) will always be our financial partner.

-Paul F.
121 FCU Member

\$100 Abercrombie & Fitch Gift Card

Patrice P. – A member for 20 plus years, Patrice praises the customer service she receives and the knowledgeable employees.

\$100 Best Buy Gift Card

Sarah D. – Having both personal and business accounts at 121 Financial, Sarah recommends the credit union to others seeking a financial institution.

Holiday Closings

Veterans Day
Thursday, November 11

Thanksgiving Day
Thursday November 25

Christmas Eve
Friday, December 24
(Close at 2pm)

Christmas Day
Saturday, December 25

New Year's Day
Saturday, January 1

P.O. Box 16688
Jacksonville FL 32245



Banking Focused on You

PRSRST STD U.S.
POSTAGE PAID
JACKSONVILLE FL
PERMIT #3602