

Landing Page

BUSINESS BANKING

Special Offers for Businesses and Business Owners

- [smarter not harder]**
\$100*
OR FREE Personalized Business Checking Starter Kit
When you open a new Community First Business Checking Account.
- [way to grow]**
\$150
When you open a new Prime Advantage Business Money Market.
- [it's personal]**
UP TO \$100
When you open any new Community First Interest-Bearing Personal Checking Account OR Prime Advantage Money Market.

BusinessFirst COMMUNITY FIRST BANK & TRUST

BUSINESS BANKING

Special Offers for Businesses and Business Owners

[smarter not harder]
\$100*
OR FREE Personalized Business Checking Starter Kit

*\$100 when you open a new Community First Business Interest-Bearing Checking Account. Minimum opening balance: \$1,000. Prerequisite: your local Community First Bank & Trust office for account eligibility requirements. Cannot be combined with any other business checking offers. Qualified reward paid via automatic payment into your new Business Interest-Bearing Checking Account after the third statement cycle.
OR
Receive a free personalized business checking starter kit when you open any new Community First business checking account. Minimum opening balance: \$500. Cannot be combined with any other business checking offers. Free Business Checking Starter Kit includes: first order of personalized checks, endorsement stamp, binder, and deposit books.
For new business checking accounts only. Most present coupon to receive offer. Available for a limited time only. Limit one offer per customer. Community First reserves the right to cancel this offer at any time. Promo code: BUCSF-80320A. Member FDK.

[way to grow]
\$150

When you open a new Prime Advantage Business Money Market

We will pay \$150 when you open a new Community First Prime Advantage Business Money Market. Minimum opening balance: \$2,500. Must maintain average daily balance of \$2,500 through three statement cycles in order to qualify for reward. Cannot be combined with any other offers. Qualified reward paid via automatic payment into your new Prime Advantage Business Money Market after the third statement cycle.
For new Prime Advantage Business Money Market accounts only. Most present coupon to receive offer. Available for a limited time only. Limit one offer per customer. Community First reserves the right to cancel this offer at any time. Promo code: BUCSF-80320B. Member FDK.

[it's personal]
UP TO \$100

When you open any new Community First Interest-Bearing Personal Checking Account OR Prime Advantage Money Market.

We will pay \$50 when you open a new Community First interest-bearing personal checking account and maintain a \$1,000 average daily balance (ADB) through three statement cycles. We will pay you an additional \$50 (up to \$100) in each of the following child or care lines: Direct Deposit, Customers' Online Banking, Online Banking with Bill Pay and/or Automatic Payment (ACP) within the first three statement cycles. Customers who do not maintain a \$1,000 ADB are not eligible for the \$50 account opening bonus, but may qualify for one or both \$50 rewards.
OR
We will pay you \$50 when you open a Personal Prime Advantage Money Market. Minimum opening balance for Prime Advantage Money Market: \$2,500. We will pay you an additional \$50 if you maintain an average daily balance of \$2,500 for three through three statement cycles.
Both offers for new personal accounts for business owners/proprietors only. Most present coupon to receive offer. Cannot be combined with any other personal checking offers. Qualified rewards paid via automatic payment into your new interest-bearing account after the third statement cycle and reported on account on next 1099-INT. Available for a limited time only. Limit one offer per customer. Community First reserves the right to cancel this offer at any time. Promo code: BUCSF-80320C. Member FDK.

BUSINESS [smarter not harder] BANKING

COMMUNITY FIRST BANK & TRUST www.cfbk.com/BusinessFirst

BUSINESS [way to grow] BANKING

COMMUNITY FIRST BANK & TRUST www.cfbk.com/BusinessFirst

Outdoor

BUSINESS [it's personal] BANKING

COMMUNITY FIRST BANK & TRUST www.cfbk.com/BusinessFirst



BLF MARKETING

www.blfmarketing.com

FIN_AC_70

© copyright BLF Marketing

8.5" x 11" Merchandising Inserts

BUSINESS [way to grow] BANKING

DEPOSIT SERVICES • LINES OF CREDIT
CONVENTIONAL AND SBA LOANS

Member FDIC cfbk.com/BusinessFirst

BUSINESS [smarter not harder] BANKING

BUSINESS ONLINE BANKING • AUTOMATIC PAYMENTS
REMOTE DEPOSIT

Member FDIC cfbk.com/BusinessFirst

BUSINESS [it's personal] BANKING

PERSONAL BANKING • MORTGAGE SERVICES
INVESTMENT SERVICES*

*Mortgage and Investment Advisory services are offered through TFC Financial Services, Inc., a registered investment advisor and Member FINRA/SIPC. Community First Investment Services Group is independent of TFC.

*Investment Products are NOT FDIC INSURED - NOT GUARANTEED BY THE BANK - MAY LOSE VALUE - NOT A DEPOSIT - NOT INSURED BY ANY FEDERAL GOVERNMENT AGENCY - SUBJECT TO RISK

Member FDIC cfbk.com/BusinessFirst

8.5" x 11" Resource Flier

MARKETING BULLETIN | For more information contact:
Lori Donaldson at 931.490.3405

BUSINESS BANKING CAMPAIGN
February 2010

BUSINESS BANKING

Objective
Increase awareness of business banking products among existing business customers and targeted prospects

Offers
[smarter not harder]
Free Personalized Business Checking Starter Kit with any new business checking account, OR \$100 for a new Business Interest Checking account for those businesses that qualify.
\$500 minimum opening balance required for Small Business Checking, \$1,000 minimum opening balance required for Business Interest Checking. Business Interest Checking is available only to sole proprietorships, certain nonprofit organizations and trusts, and government agencies.
Promo code: BUSIST-BUSDDA

[way to grow]
\$150 with a new Prime Advantage Business Money Market. Must open with at least \$2,500 and maintain a \$2,500 average daily balance through three statement cycles in order to qualify.
Promo code: BUSIST-BUSMMA

[it's personal]
For new personal accounts for business owners/principals only. Up to \$100 for business owners who open a new interest-bearing personal checking account OR Prime Advantage Money Market.
For \$100 interest-bearing checking reward, customer must:
1) For \$50 reward: Open a new interest-bearing personal checking account with minimum opening deposit of \$1,000 and maintain a \$1,000 average daily balance (ADB) through three statement cycles.
2) For additional \$50 in rewards (\$25 each for one or two of the following): Add Direct Deposit, eStatement, Online Banking, Online Banking with Bill Pay and/or Automated Payment (ACP) within the first three statement cycles. Total reward cannot exceed \$100.
OR, for \$100 Prime Advantage Money Market reward, customer must:
1) For \$50 reward: Open a personal Prime Advantage Money Market account with minimum opening deposit of \$2,500.
2) For additional \$50 reward: Maintain an average daily balance of \$10,000 or more through three statement cycles.
Promo code: BUSIST-PERS
Offers are available only to those who bring in the Offer Coupon (s) from the direct mailing or printed from www.cfbk.com/businessfirst.

FOR INTERNAL DISTRIBUTION ONLY

Expect more from your bank.

"BUSINESS BANKING" Outdoor Advertisements

"BUSINESS BANKING" Online Printable Coupons

9" x 6" Direct Mail

BUSINESS [smarter not harder] BANKING

cfbk.com/BusinessFirst
We're putting you and your business first.

You've worked hard to start your own business. Now it's about working smart, spending less time on day-to-day issues so you can focus your time and energy on growth and success. At Community First, you can access your business and personal accounts online, anytime. Transfer funds, pay bills, even make deposits when it's convenient for you. So you can put running your business first.

BUSINESS ONLINE BANKING • AUTOMATIC PAYMENTS
REMOTE DEPOSIT

FREE
Personalized Business Checking Starter Kit

Based on promotional offer. See your branch for details. Offer subject to change without notice. \$100 credit available after 90 days. Business Interest Checking is available only to sole proprietorships, certain nonprofit organizations and trusts, and government agencies. Business Interest Checking is available only to those who bring in the Offer Coupon (s) from the direct mailing or printed from www.cfbk.com/businessfirst.

307 S. James Campbell Boulevard
Columbia, TN 38401
931.386.2200
888.616.6465

*PREQUALIFIED FOR MORTGAGE AND INVESTMENT SERVICES

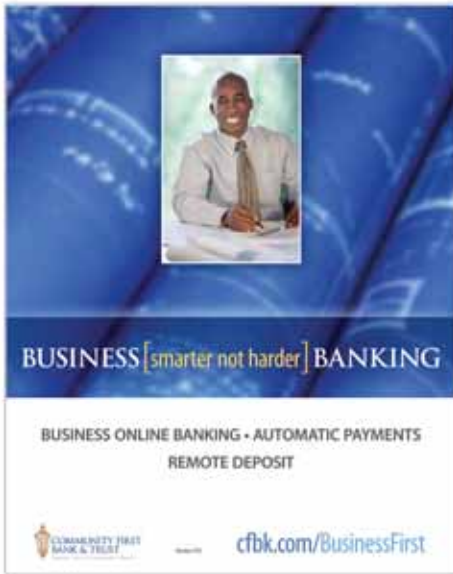


BLF MARKETING

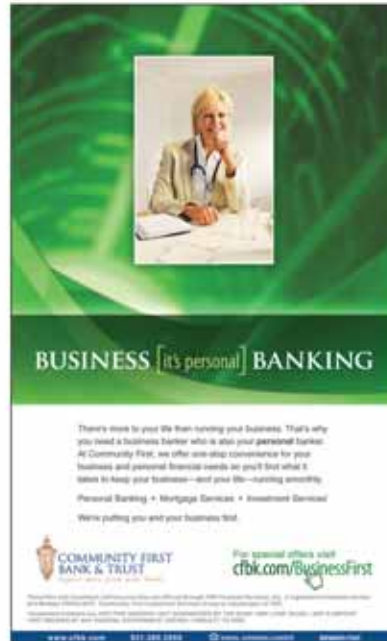
www.blfmarketing.com

FIN_AC_71

© copyright BLF Marketing



22" x 28" Merchandising Insert



Newspaper Ad



Vertical Banner



6" x 9" Postcard



Billboard



BLF MARKETING

www.blfmarketing.com

FIN_AC_67

© copyright BLF Marketing