

Notes From John Pendergrass

I'm happy to write you from our new world headquarters on Shelbyville Road. As I look out my window over the "Times Square" of St. Matthews, I can't help but reflect on the vision that began more than three years ago and is now a thriving bank and exciting new landmark in Louisville.

I am pleased to report that we ended 2007 with assets of \$81 million as compared to \$56 million in 2006, which was accomplished while we were in our temporary location on Chenoweth Lane. While the current economic atmosphere is certainly challenging, we remain conservative and anticipate cautious growth this year and into 2009.

So how are we doing?

- We have exceeded our financial projections in both of our first two years of operations.
- We now have over 2,000 customers.
- In our first two months in our new location, we've increased our checking deposits by 20%.
- Our community involvement efforts have built many new deposit relationships.
- We've received excellent broadcast and print news coverage and our innovative marketing initiatives were honored with a national First Place award from the American Bankers Association.

We're pleased with our growth – but always anxious to increase revenues. The vast majority of our new business each month comes from word-of-mouth and referrals from our existing customers. We greatly appreciate that enthusiasm.

I invite you to take a fresh look at your current banking habits. Expand your current relationship with Eclipse – we can easily handle all your banking needs. Not only will you be comfortable with your Eclipse experience, you will also take an active role in the financial success of **your** bank...and your investment.

As always, we are thankful for your continued support. Please stop by our landmark headquarters any time and say hello, or email me directly at john.pendergrass@eclipsebank.com.

John

LOUISVILLE BUSINESS FIRST
APRIL 11, 2008 BusinessFirstofLouisville.com

PROFILE: Scott Farkin's legal career set stage for job at Louisville Bar Association. | P31

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Unconventional wisdom
Eclipse Bank wraps 'build-it-slowly' philosophy in a posh package akin to upscale retailers

BY TERRY BOYD | STAFF WRITER
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Some investors and bankers start banks to sell them, according to John Pendergrass. Others start banks to build them into "an enduring community asset."

Put him in the latter category, said Pendergrass, who is president of 2-year-old Eclipse Bank in St. Matthews. It is the Louisville market's first "de novo," or startup, bank since 1996.

To build what they term a full-service community bank, John Pendergrass and his wife, Mitzi Pendergrass, chief operating officer, seem

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Eclipse Bank officials studied other banks to come up with ideas for design features.

Stop the Presses

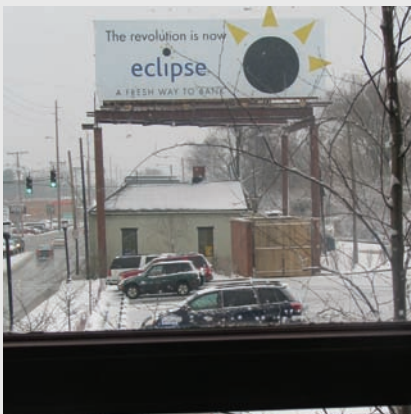
Eclipse was thrilled to receive front page coverage recently in *Business First* newspaper. The article and accompanying pictures covered three full pages of the newspaper and was an excellent discussion of Eclipse's history, new building and plans for the future. To see the article in its entirety, go to <http://louisville.bizjournals.com> and place "Eclipse Bank" in the search heading.



Neither Rain Nor Sleet, Nor Snow...

After so many months of anxious waiting, everyone at Eclipse had moving day - March 7 - circled in red on their calendars. Sure, we glanced at the forecast. A couple of snowflakes? No problem. But somewhere, Murphy himself was laughing at his law of "If anything can go wrong, it will." We shrugged off the first snowflakes as we began packing and moving items to the new building.

What we didn't anticipate was 14 inches of snow in one day. It takes a great deal to throw the Eclipse family off kilter, so while the rest of Louisville hunkered down at home, we barreled on with the packing and with a small army of SUVs and a battalion of snow boots, we moved the bank. It was not only a grand adventure, but a memorable and fun - in its own way - weekend that will certainly find its place in the Eclipse Bank scrapbook.



Sneak preview

Shortly before the snow descended, Eclipse hosted a sneak preview of the new building for customers, friends and family. First reactions included "stunning"..."beautiful"..."and "unlike any bank in Louisville". Guests took in the custom woodworking, exquisite tile work, expansive glass design and of course...the surprise of the koi pond. The new Eclipse building was, as many said, truly worth the wait.

If you haven't stopped in yet, please do. You'll see what so many have said about the extreme detail and architectural elegance that is Eclipse. We are not just a bank but a true community gathering spot. Many nonprofit organizations and groups are using Eclipse for meetings or small events - in fact, we're booking into November already.

Visit us to do your banking, meet with clients, check your email on our community Mac or PC, or catch up on the latest news. You'll love your Eclipse experience - we guarantee a "wow". We'll even give you a freshly baked cookie, made daily at Eclipse.



Grand Opening

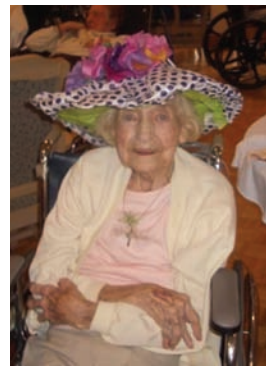
Eclipse held a community open house in April to celebrate our grand opening. We enjoyed large crowds all day who marveled at the new building, feasted on catered treats and registered to win several door prizes. And as you can see in the photo, one of our smallest customers got a close-up aerial view of the koi pond as he made friends with the fish.

It was great to see so many of our friends, neighbors and customers join us as we officially kicked off business in the new Eclipse world headquarters.



The Mad Hatters – A Derby ‘win’ at a great ‘place’ for a ‘show’ of friendship

Derby fever strikes everyone in Louisville in different ways. Whether it’s all about the horses, the fashion or the fun, it’s a magical way to celebrate the arrival of springtime in Louisville.



Eclipse is active in many community volunteer efforts and recently, the Eclipse “Mad Hatters” took over our board room in a flurry of ribbon, colorful tissue paper, bows and bubbling creativity – all with the goal of bringing Derby smiles to some elderly neighbors.

Led by the creative vision and energy of Sacred Heart Academy students Katie Bradley and Alex Collins, the Eclipse staff dove head first into a hat making project benefitting Meadowview Nursing Home residents. More than 40 festive paper hats were created and delivered to the delighted residents during Derby week. Katie has crafted the hats for the past three years as part of her service work at Sacred Heart. Eclipse was hat-happy to start a new Derby tradition!



Host your next event at Eclipse

Eclipse welcomes customers and community groups to hold meetings and small after-hours events at our new world headquarters. Our state-of-the-art board room seats 20 comfortably and features multiple conference A/V capabilities. Two other smaller conference rooms are available as well. The central rotunda with an attached full catering kitchen makes a prime spot for small gatherings and events. For more information on reserving Eclipse for your next meeting or event, please call (502) 671-4819.

Take Me Out To The Ballgame

Once again Eclipse is happy to sponsor our boys of summer – the Eclipse Brewers. Our St. Matthews Little League team is off to a great start this season, hitting run after run at their field at the St. Matthews Community Center. Eclipse joined the Brewers for Opening Day celebrations, which included a parade through St. Matthews, before the first pitch was thrown. If you have a chance, stop by the field this summer across from Mall St. Matthews, grab a hot dog and cheer on the Eclipse team! Go Brewers!



Preview of Coming Attractions

Coming soon to a computer near you is the brand new Eclipse website. Our newly designed and expanded website will launch mid-June and will make banking a breeze. Not only is the design fresh and eye-catching, the site is easily navigated and allows you to research your account options and do your online banking while you sip coffee in your pajamas. Check out available account options, see where your financial needs will take you with your personalized account advisor, read the backstory on Eclipse, and even plan your community event with us. You'll find the new Eclipse website is unlike any other bank website you've probably visited in the past. Stay tuned at www.eclipsebank.com to see what we mean by "a fresh way to bank".

Eclipse To the Rescue

Need a rescue? You might think it's a hassle to switch your accounts, but Eclipse makes it simple. Visit us and ask for a Rescue Kit. Everything you need to transfer your accounts is included in the Rescue Kit – from information on switching your personal and business accounts to seamlessly transferring your automatic payments and direct deposits. We'll even provide the form you need to close out your account at another institution. Let Eclipse come to your rescue.



Let Us Know What You Are Thinking...

Contact us any time via our website: www.eclipsebank.com or call us at 502-671-4800. Or, stop by our fresh new World Headquarters at 3827 Shelbyville Road. Take a tour, have a cookie, feed the fish and chat about your banking needs. We'll keep a couch waiting for you.



A FRESH WAY TO BANK

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