



February 19, 2009

TBASCO endorses Anova Financial Corporation

The Texas Bankers Association and its subsidiary, TBA Services Company Inc., announce the endorsement of Anova Financial Corporation, a North Carolina-based company established in 2002 as a result of a community bank focus group to provide wholesale funding solutions for banks.

In today's highly competitive environment banks compete daily for traditional deposits to expand loan activities while enhancing net interest margins. With ANOVA's alternative AnovaCore funding solution, FDIC-insured institutions have immediate access to a steady source of wholesale funds without typical collateral requirements or credit limits. In addition, ANOVA provides banks with excess liquidity a leading edge treasury service designed to grow as a bank grows.

ANOVA's wholesale funding solution for community banks is cost effective, requires no collateral and has no credit limits. One master MMDA deposit account is maintained at each bank in the name of ANOVA for the benefit of various depositors, making it very simple for the bank to use and maintain. A bank CFO simply posts a request for funds and ANOVA does the rest via wire or ACH. ANOVA as a wholesale funding solution brings new deposits to the bank from its own deposit gathering efforts nationally and internationally. ANOVA's bank rates are indexed to LIBOR and are fixed monthly.

Texas Bankers Association President & CEO Rick Smith describes the ANOVA products as providing benefits to all involved. "It's hard to imagine an offering that can so clearly benefit all participants," he says. "Depositors receive a higher return on their investments with the complete safety of FDIC insurance, and Texas community banks acquire additional deposits that they can turn into quality loans and investments to spur the economies of the communities they serve."

Community banks can join the Anova Banking Network to access ANOVA as a source of funds. Through ANOVA's banking network banks simply request funds from ANOVA based on their needs on a monthly basis. Banks benefit in numerous ways: a steady, stable source of funds; competitive fixed rate of interest; enhanced profitability; funds available at net transaction means no broker or other fees; streamlined process for deposit gathering and excess cash management; ability to expand lending activities; no collateral requirements; favorable interest rate risk modeling for Asset Liability Committee (ALCO); and transaction reporting through a master account.

"With the twist and turns of the recent turmoil in the financial sector, NewBridge Bank looked at

several different products and found the Anova Funds product to be the most effective,” says Pressley Ridgill, President/CEO of NewBridge Bancorp. “The Anova product allows us to immediately offer our customers an increased deposit insurance solution. With this product our customers have total control of their funds, the ability to access their funds at anytime and FDIC insurance.”

Additional services provided to ANOVA’s network of participating banks include reciprocal exchange programs, FDIC insured money market sweeps, and treasury services while offering depositors FDIC insured safety, liquidity, higher yields than other short term investments, and convenience.

For more information about how ANOVA can help you increase your deposits and the comfort of your customers call Kim Winslow at 888-266-8293 (1-888-ANOVA-YES) or e-mail him at kwinslow@anovafinancial.com.

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