

Fort Wayne Market Update

Eric Ottinger
Senior Vice President

Retail Branch Expansion Timeline



Dupont – June 1999



Illinois Road – October 2000



West Jefferson – August 2007

Indiana
Capital
2003

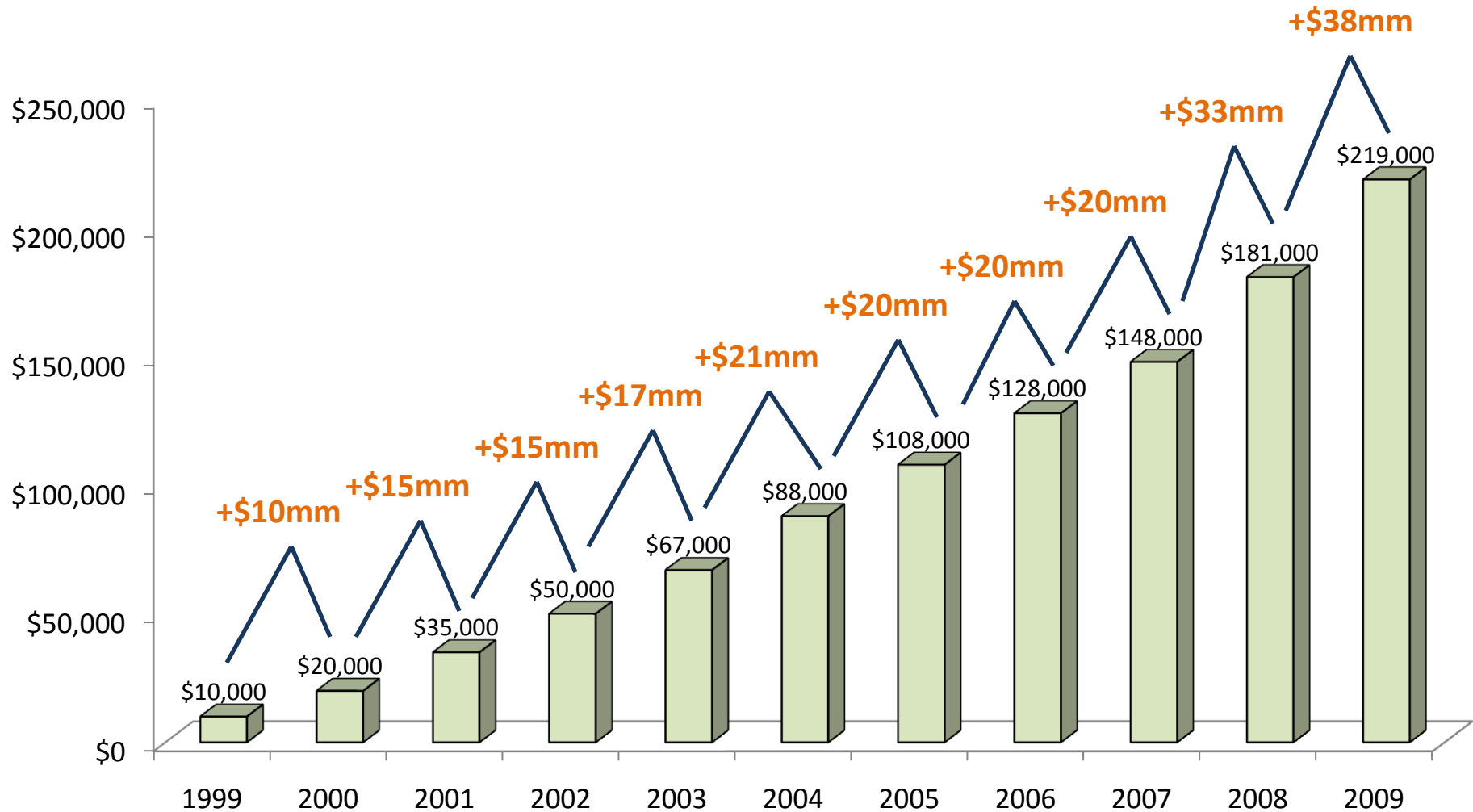


Maysville Road – September 2001

Fort Wayne Statistics

Then (June 1999)	Now (April 2010)
1 Branch ➤ Dupont (1999)	4 Branches ➤ Dupont (June 1999) ➤ Illinois Road (October 2000) ➤ Maysville Rd (September 2001) ➤ West Jefferson (August 2007)
3 Departments & 4 Bank Officers ➤ Retail/1 officer ➤ Commercial/2 officers ➤ Mortgage/1 officer	7 Departments & 24 Bank Officers ➤ Retail/5 officers ➤ Commercial/8 officers ➤ Mortgage/1 officer ➤ Brokerage/1 officer ➤ Wealth Advisory Group/7 officers ➤ Private Banking/1 officer ➤ Corporate & Institutional/1 officer
8 Total Employees	46 Total Employees
0 Demand & 0 Time Deposit Accounts	4,400 Demand & 1,860 Time Deposit Accounts
\$0 deposits per branch	\$55 million deposits per branch (2nd highest average in Allen County)
<5 Commercial Loan Customers	608 Commercial Loan Customers

Then and Now Deposits



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Banking & Finance

■ InFocus ■

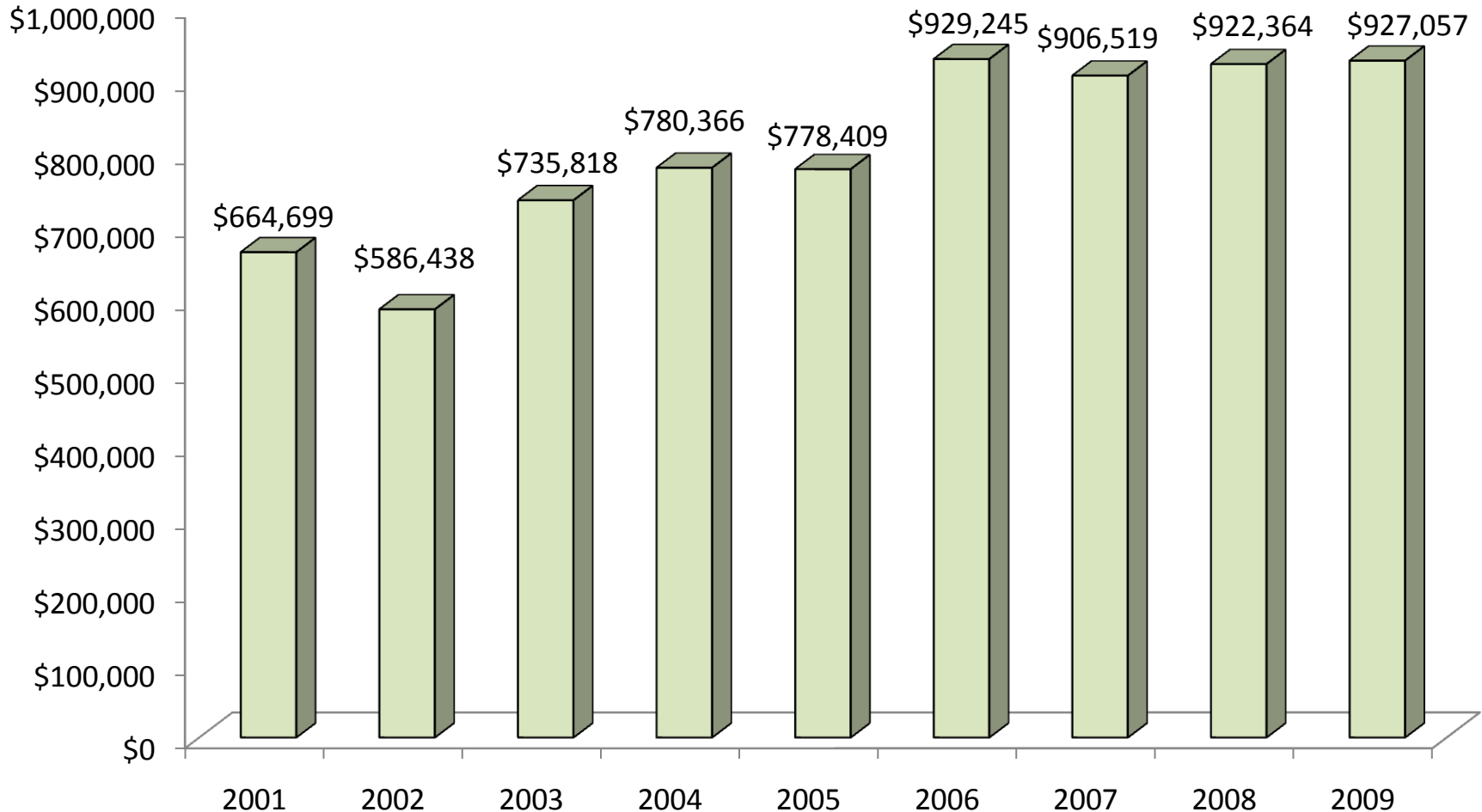
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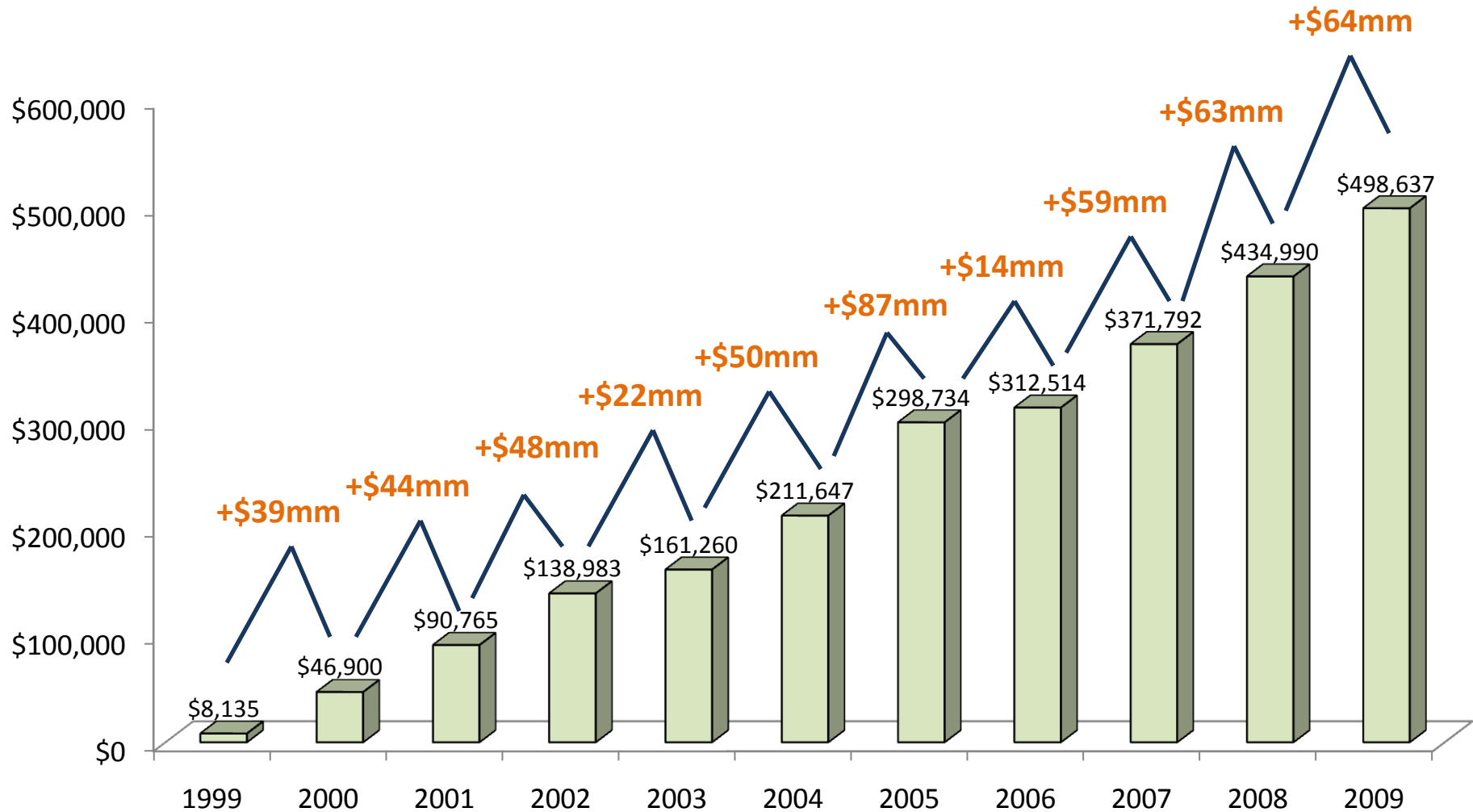
Steady growth leads Lake City Bank to No. 1

It has the largest market share by deposits in BW's coverage area, according to FDIC data

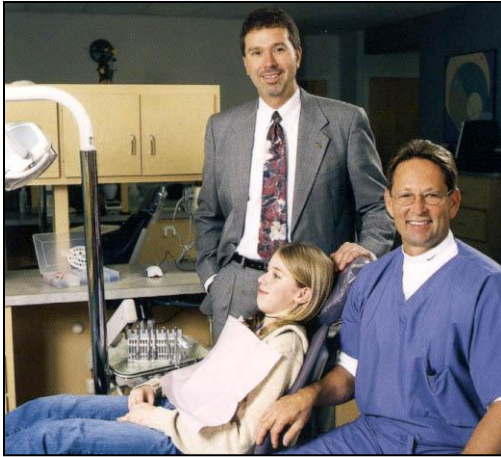
Wealth Advisory Group



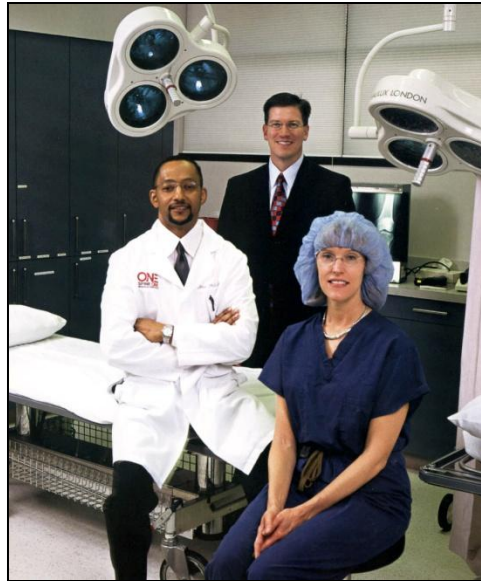
Then and Now Commercial Loans



Medical



Cohen & Associates



ONE



Dupont Veterinary
Clinic

Manufacturing



Gladieux Trading and Marketing Co., LP

Wholesale & Service



Classic Products Corporation



Current Mechanical, Inc.

Retail



Rustic Hutch



Shindigz

Keys to Success

Core Values

- Honesty
- **Customer Service**
- Profitability
- Community Service
- Professional Development
- Stewardship
- Independence

- Dedicated Staff
- Experienced Team
- Full services delivered local

Keys to Success

Core Values

- Honesty
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 - Profitability
 - **Community Service**
 - Professional Development
 - **Stewardship**
 - Independence
-
- Board Involvement
 - Community Involvement
 - Community Reinvestment Act focus

Keys to Success

Core Values

- Honesty
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- Profitability
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- **Professional Development**
- Stewardship
- Independence

Internal:

- Lake City University

External:

- Risk Management Association (RMA)
- Indiana Bankers Association (IBA)
- American Bankers Association (ABA)

Success Factor Summary

- **Support and direction provided by Board of Directors**
- **Presence and leadership of Senior Management**
- **Ability to attract and retain experienced bankers**
- **Great product and service offerings**
- **Strong alliance with centers of influence**
- **Quality and diversification of client base**



Lakeland Financial Corporation | Lake City Bank

Thank you for

*"Our business model is more
relevant than ever."*

Annual Report

2009

your support!