

# bancography

BRANCH PRODUCT RESEARCH BRAND

## Bancography Brand Value Index 2009

### The largest banks (assets > \$30 billion)

Rank	Bank	Headquarters state	2008 Rank
1	U.S. Bank	MN	2
2	Wells Fargo Bank	MN	1
3	The Northern Trust Company	IL	3
4	PNC Bank, National Association	PA	5
5	JPMorgan Chase Bank	NY	10
6	Branch Banking and Trust Company	NC	9
7	Bank of America	NC	8
8	Manufacturers and Traders	NY	6
9	Union Bank	CA	4
10	Comerica Bank	TX	7

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### Other large banks (assets \$2 billion - \$30 billion)

Rank	Bank	Headquarters state	2008 Rank
1	Woodforest National Bank	TX	1
2	Bank of Hawaii	HI	n/a
3	The Park National Bank	OH	84
4	Amarillo National Bank	TX	10
5	Silicon Valley Bank	CA	n/a
6	Hudson Valley Bank	CT	11
7	Intrust Bank	KS	26
8	City National Bank of West Virginia	WV	4
9	TrustCo Bank	NY	n/a
10	Firstmerit Bank	OH	n/a
11	First Interstate Bank	MT	6
12	Westamerica Bank	CA	2
13	UMB Bank	MO	31
14	United Bank	WV	n/a
15	Commerce Bank	MO	9
16	First United Bank and Trust Company	OK	87*
17	S&T Bank	PA	11
18	Arvest Bank	AR	14
19	The Frost National Bank	TX	8
20	Hancock Bank	MS	15
21	Pinnacle Bank	NE	27
22	City National Bank	CA	3
23	BancFirst	OK	12
24	Iberiabank	LA	56
25	EverBank	FL	n/a

\* = moved up from \$500M - \$2B asset tier

n/a = below the ratio of equity to asset threshold

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### Mid-sized banks (assets \$500 million - \$2 billion)

Rank	Bank	Headquarters state	2008 Rank
1	The Citizens Bank (Farmington)	NM	3
2	First American Bank (Artesia)	NM	27
3	Western National Bank	TX	5
4	First National Bank Texas	TX	1
5	Bank of the West	TX	276*
6	FirstBank of South Jeffco	CO	n/a
7	West Texas National Bank	TX	12*
8	Armstrong Bank	OK	207*
9	Central Bank of Lake of the Ozarks	MO	73*
10	Sabine State Bank and Trust Company	LA	10
11	Helm Bank	FL	n/a
12	FirstBank of Boulder	CO	n/a
13	FirstBank of Colorado	CO	n/a
14	Inwood National Bank	TX	4
15	American Bank, National Association	TX	6
16	First Command Bank	TX	32
17	The Bridgehampton National Bank	NY	21
18	Armed Forces Bank, National Association	KS	2
19	First Financial Bank, National Association	TX	7
20	Wauchula State Bank	FL	n/a
21	Citizens Security Bank & Trust Company	OK	66
22	Jefferson Bank	TX	15
23	The First National Bank of Santa Fe	NM	19
24	Emprise Bank	KS	9
25	Gulf Coast Bank and Trust Company	LA	n/a

\* = moved up from < \$500M asset tier

n/a = below the ratio of equity to asset threshold

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### Small banks (assets < \$500 million)

Rank	Bank	Headquarters state	2008 Rank
1	Wilburton State Bank	OK	n/a
2	The Bank of Baker	MT	9
3	Bank of Dade	GA	n/a
4	The Carlsbad National Bank	NM	17
5	Security First National Bank of Hugo	OK	2
6	Trust Company of America	CO	n/a
7	Delta Bank	LA	40
8	Valley Bank of Commerce	NM	n/a
9	First Bank & Trust Company (Wagoner)	OK	172
10	Community Bank (Longview)	TX	n/a
11	Hyden Citizens Bank	KY	8
12	The First National Bank of Stigler	OK	12
13	First National Bank of Burleson	TX	3
14	Centinel Bank of Taos	NM	16
15	The East Texas National Bank of Palestine	TX	6
16	Texas Bank (Brownwood)	TX	51
17	First National Bank (Fabens)	TX	5
18	First Coleman National Bank of Coleman	TX	n/a
19	Brush Country Bank	TX	i
20	Bank of Rantoul	IL	49
21	The Central National Bank of Poteau	OK	10
22	Community Bank (Bristow)	OK	n/a
23	First National Bank of La Grange	IL	11
24	Stockmens National Bank in Cotulla	TX	13
25	Quail Creek Bank, National Association	OK	208

n/a = below the ratio of equity to asset threshold

i = incomplete data

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## Bancography Brand Value Index 2009

### Large credit unions (assets > \$1 billion)

Rank	Credit Union	Headquarters state	2008 Rank
1	Police & Fire	PA	5
2	Chevron	CA	7
3	Tinker	OK	8
4	JSC	TX	3
5	Whitefish Credit Union Association	MT	296
6	Veridian	IA	25
7	Public Service Employees	CO	31
8	Community First	WI	11
9	Lake Michigan	MI	15
10	APCO Employees	AL	19
11	Trumark Financial	PA	203
12	Randolph-Brooks	TX	22
13	State Employees'	NC	n/a
14	MidFlorida	FL	9
15	Redstone	AL	50
16	NASA	MD	250
17	Texas Dow Employees	TX	66
18	Landmark	WI	n/a
19	Indiana Members	IN	18
20	Keesler	MS	20
21	Michigan Schools And Government	MI	360
22	Citizens Equity First	IL	31
23	Robins	GA	33
24	Nassau Educators	NY	57
25	Wright-Patt	OH	42

n/a = below the ratio of equity to asset threshold

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## Bancography Brand Value Index 2009

### Small credit unions (assets < \$1 billion)

Rank	Credit Union	Headquarters state	2008 Rank
1	White Sands	NM	4
2	American Heritage	PA	11
3	My Community	TX	9
4	Golden Plains	KS	8
5	Complex Community	TX	10
6	Red Crown	OK	n/a
7	Deere Employees	IL	40
8	Valero	TX	13
9	Navy Army	TX	19
10	Pelican State	LA	5
11	Sea Comm	NY	59
12	ASI	LA	1
13	Glendale Area Schools	CA	61
14	Trona Valley Community	WY	2
15	Pioneer	ID	29
16	Schlumberger Employees	TX	60
17	I.L.W.U.	CA	14
18	EECU	TX	18
19	Canton School Employees	OH	< \$100M
20	Actors	NY	24
21	Austin Telco	TX	21
22	First Community Cu Of Houston	TX	3
23	Potlatch No 1	ID	109
24	Sioux Falls	SD	60
25	America'S Credit Union	WA	15

n/a = below the ratio of equity to asset threshold