

Bancography Brand Value Index 2011

The largest banks (assets > \$30 billion)

Rank	Bank	State	2010 Rank
1	Wells Fargo Bank, National Association	CA	3
2	U.S. Bank National Association	MN	2
3	Manufacturers and Traders Trust Company	NY	7
4	Fifth Third Bank	OH	6
5	PNC Bank, National Association	PA	9
6	First Niagara Bank, National Association	NY	97*
7	Branch Banking and Trust Company	NC	5
8	Bank of America, National Association	NC	12
9	Comerica Bank	TX	8
10	Union Bank, National Association	CA	10

* = moved up from \$2B - \$30B asset tier

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

Rank	Bank	State	2010 Rank
1	FirstBank	CO	**
2	United Bank	WV	n/a
3	The Central Trust Bank	MO	130*
4	Union Savings Bank	OH	n/a
5	Westamerica Bank	CA	4
6	Intrust Bank, National Association	KS	1
7	BancFirst	OK	10
8	Commerce Bank	MO	12
9	Amarillo National Bank	TX	3
10	American State Bank	TX	7
11	Firstmerit Bank, National Association	OH	n/a
12	The Frost National Bank	TX	9
13	First Financial Bank, National Association	OH	15
14	Woodforest National Bank	TX	2
15	BOKF, National Association	OK	n/a
16	Pinnacle Bank	NE	13
17	City National Bank of West Virginia	WV	16
18	Texas Capital Bank, National Association	TX	25
19	First United Bank and Trust Company	OK	6
20	First-Citizens Bank & Trust Company	NC	11

** = did not exist before 2010 (result of 10 merged banks)

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

n/a = did not meet equity to asset ratio requirement

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

Rank	Bank	State	2010 Rank
1	Sabine State Bank and Trust Company	LA	n/a
2	First National Bank Texas	TX	1
3	Central Bank of Lake of the Ozarks	MO	14*
4	Citizens Security Bank & Trust Company	OK	4
5	Western National Bank	TX	8
6	First State Bank of Uvalde	TX	25
7	Bank of the West	TX	5
8	Community Bank	TX	30*
9	American Bank, National Association	TX	10
10	Guardian Savings Bank, A Federal Savings Bank	OH	24
11	Hilltop National Bank	WY	97*
12	Cambridge Trust Company	MA	20
13	Jefferson Bank	TX	12
14	First American Bank	NM	22
15	First National Bank of Central Texas	TX	177*
16	Seaway Bank and Trust Company	IL	926*
17	First State Bank	IL	584*
18	The Boone County National Bank of Columbia	MO	18
19	Union Bank	VT	352*
20	Central National Bank	TX	29

n/a = did not meet equity to asset ratio requirement

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

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Small banks (assets < \$500 million)

Rank	Bank	State	2010 Rank
1	First American Bank	OK	15
2	First State Bank of San Diego	TX	48
3	Valley Bank of Commerce	NM	6
4	The Citizens State Bank	KS	267
5	Charter Bank	TX	13
6	Granite Falls Bank	MN	104
7	Farmers and Merchants Bank	OK	69
8	The Bank of Burlington	CO	131
9	Southwest Bank	TX	238
10	Oklahoma State Bank	OK	7
11	The East Texas National Bank of Palestine	TX	1
12	First National Bank of La Grange	IL	2
13	American State Bank & Trust Company of Williston	ND	8
14	Community Bank of Louisiana	LA	11
15	The First National Bank of Trinity	TX	10
16	First Security State Bank	TX	25
17	Community State Bank	OK	89
18	The Bank of Baker	MT	12
19	Farmers Bank & Trust	KS	33
20	First State Bank	TX	73

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Large credit unions (assets > \$1 billion)

Rank	Credit Union	State	2010 Rank
1	AUSTIN TELCO	TX	1
2	LANDMARK	WI	10
3	LOCAL GOVERNMENT	NC	5
4	JSC	TX	7
5	UNIVERSITY OF WISCONSIN	WI	8
6	AMERICAN HERITAGE	PA	33*
7	LAKE MICHIGAN	MI	13
8	STATE EMPLOYEES'	NC	9
9	NAVY ARMY	TX	2*
10	HAWAIIUSA	HI	18
11	EECU	TX	3
12	CALTECH EMPLOYEES	CA	106*
13	EMPOWER	NY	161*
14	TINKER	OK	21
15	EDUCATIONAL EMPLOYEES	CA	17
16	STATE EMPLOYEES	NY	22
17	ARIZONA STATE	AZ	63
18	SANDIA LABORATORY	NM	25
19	MUNICIPAL EMPL.CREDIT UNION OF BALT	MD	15
20	POLICE & FIRE	PA	11
21	SAN DIEGO COUNTY	CA	24
22	SECURITY SERVICE	TX	20
23	EDUCATORS	WI	23
24	ROBINS	GA	44
25	ENT	CO	28

* moved up from < \$1 billion asset tier

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Small credit unions (assets < \$1 billion)

Rank	Credit Union	State	2010 Rank
1	COMPLEX COMMUNITY	TX	5
2	FREEDOM	PA	28
3	GWINNETT	GA	4
4	ACTORS	NY	14
5	WHITE SANDS	NM	6
6	IDAHO CENTRAL	ID	12
7	COLUMBUS METRO	OH	40
8	UNIVERSITY FIRST	UT	13
9	SOUTHEASTERN	GA	15
10	MOTOROLA EMP.	IL	64
11	ALABAMA	AL	103
12	AMERICU	NY	10
13	SECNY	NY	123
14	UNIVERSITY OF HAWAII	HI	23
15	DENALI ALASKAN	AK	79
16	ATOMIC	OH	41
17	CROSS VALLEY	PA	160
18	SELF-HELP	NC	452
19	1ST COMMUNITY	TX	241
20	NORTH EAST TEXAS	TX	30
21	AMERICA'S CREDIT UNION, A	WA	9
22	SEA COMM	NY	24
23	UNIVERSITY OF ILLINOIS EMPS	IL	35
24	G.P.O.	NY	26
25	A+	TX	63