

Bancography Brand Value Index 2010

The largest banks (assets > \$30 billion)

Rank	Bank	City	State	2009 Rank
1	The Northern Trust Company	Chicago	IL	3
2	U.S. Bank National Association	Minneapolis	MN	1
3	Wells Fargo Bank, National Association	Minneapolis	MN	2
4	JPMorgan Chase Bank, National Association	New York	NY	5
5	Branch Banking and Trust Company	Winston Salem	NC	6
6	Fifth Third Bank	Cincinnati	OH	11
7	Manufacturers and Traders Trust Company	Buffalo	NY	8
8	Comerica Bank	Dallas	TX	10
9	PNC Bank, National Association	Pittsburgh	PA	4
10	Union Bank, National Association	San Francisco	CA	9

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

Rank	Bank	City	State	2009 Rank
1	Intrust Bank, National Association	Wichita	KS	7
2	Woodforest National Bank	Houston	TX	1
3	Amarillo National Bank	Amarillo	TX	4
4	Westamerica Bank	San Rafael	CA	12
5	Iberiabank	Lafayette	LA	24
6	First United Bank and Trust Company	Durant	OK	16
7	American State Bank	Lubbock	TX	29
8	Broadway National Bank	San Antonio	TX	78*
9	The Frost National Bank	San Antonio	TX	19
10	BancFirst	Oklahoma City	OK	23
11	First-Citizens Bank & Trust Company	Raleigh	NC	45
12	Commerce Bank, National Association	Kansas City	MO	15
13	Pinnacle Bank	Lincoln	NE	21
14	First Citizens Bank and Trust Company, Inc.	Columbia	SC	27
15	First Financial Bank, National Association	Hamilton	OH	35
16	City National Bank of West Virginia	Cross Lanes	WV	8
17	First Interstate Bank	Billings	MT	11
18	Great Southern Bank	Reeds Spring	MO	33
19	BankPlus	Belzoni	MS	40
20	Union Bank and Trust Company	Lincoln	NE	31

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

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

Rank	Bank	City	State	2009 Rank
1	First National Bank Texas	Killeen	TX	4
2	FirstBank of Colorado	Lakewood	CO	13
3	FirstBank of Tech Center	Greenwood Village	CO	102*
4	Citizens Security Bank & Trust Company	Bixby	OK	21
5	Bank of the West	El Paso	TX	5
6	Emprise Bank	Wichita	KS	24
7	First Command Bank	Fort Worth	TX	16
8	Western National Bank	Odessa	TX	3
9	First State Bank and Trust Company of Valdosta	Valdosta	GA	41
10	American Bank, National Association	Corpus Christi	TX	15
11	The Bank of Castile	Castile	NY	26
12	Jefferson Bank	San Antonio	TX	22
13	Stock Yards Bank & Trust Company	Louisville	KY	45
14	Empire Bank	Springfield	MO	46
15	Habib American Bank	New York	NY	173
16	The Canandaigua National Bank and Trust Company	Canandaigua	NY	53
17	North Community Bank	Chicago	IL	144*
18	The Boone County National Bank of Columbia	Columbia	MO	28
19	First Financial Bank, National Association	Abilene	TX	19
20	Cambridge Trust Company	Cambridge	MA	48

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

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Small banks (assets < \$500 million)

Rank	Bank	City	State	2009 Rank
1	The East Texas National Bank of Palestine	Palestine	TX	15
2	First National Bank of La Grange	La Grange	IL	23
3	Stockmens National Bank in Cotulla	Cotulla	TX	24
4	FirstBank of Arvada	Arvada	CO	5517
5	Centinel Bank of Taos	Taos	NM	14
6	Valley Bank of Commerce	Roswell	NM	8
7	Oklahoma State Bank	Buffalo	OK	32
8	American State Bank & Trust Company of Williston	Williston	ND	68
9	First Financial Bank, National Association	Cleburne	TX	114
10	The First National Bank of Trinity	Trinity	TX	35
11	Community Bank of Louisiana	Mansfield	LA	65
12	The Bank of Baker	Baker	MT	2
13	Charter Bank	Corpus Christi	TX	5765
14	Central Bank of Lake of the Ozarks	Osage Beach	MO	9*
15	First American Bank	Erick	OK	50
16	Minster Bank	Minster	OH	400
17	Western National Bank	Cass Lake	MN	2102
18	First Texas Bank	Georgetown	TX	206
19	People's Bank of Seneca	Seneca	MO	220
20	The Third National Bank of Sedalia	Sedalia	MO	182

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

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Large credit unions (assets > \$1 billion)

Rank	Credit Union	City	State	2009 Rank
1	AUSTIN TELCO	Austin	TX	21*
2	CHEVRON	Oakland	CA	2
3	EECU	Fort Worth	TX	18*
4	MOUNTAIN AMERICA	West Jordan	UT	122
5	LOCAL GOVERNMENT	Raleigh	NC	234*
6	UNIVERSITY	Austin	TX	49
7	JSC	Houston	TX	4
8	UNIVERSITY OF WISCONSIN	Madison	WI	31
9	STATE EMPLOYEES'	Raleigh	NC	13
10	LANDMARK	New Berlin	WI	18
11	POLICE & FIRE	Philadelphia	PA	1
12	MEMBERS 1ST	Mechanicsburg	PA	57
13	LAKE MICHIGAN	Grand Rapids	MI	9
14	GECU	El Paso	TX	48
15	MUNICIPAL EMPL. CREDIT UNION OF BALTIMORE	Baltimore	MD	647*
16	TRUMARK FINANCIAL	Treose	PA	11
17	EDUCATIONAL EMPLOYEES	Fresno	CA	120
18	HAWAIIUSA	Honolulu	HI	96
19	COMMUNITY FIRST	Appleton	WI	8
20	SECURITY SERVICE	San Antonio	TX	32
21	TINKER	Oklahoma City	OK	3
22	STATE EMPLOYEES	Albany	NY	65
23	EDUCATORS	Racine	WI	63
24	SAN DIEGO COUNTY	San Diego	CA	47
25	SANDIA LABORATORY	Albuquerque	NM	82

* moved up from < \$1 billion asset tier

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Small credit unions (assets < \$1 billion)

Rank	Credit Union	City	State	2009 Rank
1	INTOUCH (formerly EDS)	Plano	TX	122
2	NAVY ARMY	Corpus Christi	TX	9
3	FIRST COMMUNITY CU OF HOUSTON	Houston	TX	22
4	GWINNETT	Lawrenceville	GA	313
5	COMPLEX COMMUNITY	Odessa	TX	5
6	WHITE SANDS	Las Cruces	NM	1
7	MENNONITE FINANCIAL	Lancaster	PA	n/a
8	I.L.W.U.	Wilmington	CA	17
9	AMERICA'S CREDIT UNION	Fort Lewis	WA	25
10	AMERICU	Rome	NY	153
11	AEROSPACE	Los Angeles	CA	76
12	IDAHO CENTRAL	Chubbuck	ID	163
13	UNIVERSITY FIRST	Salt Lake City	UT	461
14	ACTORS	New York	NY	20
15	SOUTHEASTERN	Valdosta	GA	55
16	PELICAN STATE	Baton Rouge	LA	10
17	STATE EMPLOYEES	Santa Fe	NM	79
18	RED CROWN	Tulsa	OK	6
19	GOLDEN PLAINS	Garden City	KS	4
20	SOUND	Tacoma	WA	126
21	ACIPCO	Birmingham	AL	373
22	TRONA VALLEY COMMUNITY	Green River	WY	14
23	UNIVERSITY OF HAWAII	Honolulu	HI	125
24	SEA COMM	Massena	NY	11
25	HERITAGE FAMILY	Rutland	VT	29

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