

EXECUTIVE

Newsletter



Citizens

NATIONAL BANK

Financial

Message from President

J. Michael Romey,
President/CEO of Citizens National Bank



New Awards



Available Through
CNB's Visa 
Rewards Program

There is currently a debate going on in Congress whether to create a Consumer Financial Protection Agency. Much of the debate centers on the fact that people are losing their homes due to the abuses of the large financial service providers and their subprime lending activity. Credit card terms are also being changed by these large banks and are causing cash flow issues for many households. The actions of the Wall Street banks are not reflected by community banks, where consumer protection is already of the highest priority. As a community bank, Citizens National Bank is local and we base our reputation on one-on-one customer relationships and not on a transaction-based model. We operate in a limited market where our personal reputation and the bank's franchise value would be at risk by misleading our bank customers. If we don't treat our customers right we will not last long. We support good common-sense consumer protections because they benefit both customers and our bank, and because we know a well-informed customer makes a better customer.

In the future the less-regulated financial providers will be forced to play by the same rules as we are. Being a community bank we are already subject to strict consumer laws and we work hard to comply with these laws every day. We would like to ask Congress to be careful in shaping the new consumer protection policies and not bury us under mountains of additional regulatory paperwork. We do not need another examination force, new rules, fees, and a new bureaucracy which will add to the cost of banking with us. We stand ready to work with our representatives for common-sense consumer protection measures to make sure all customers are never duped again by unscrupulous financial service providers. It's our hope that Congress could identify the abusers and direct their frustration toward them, and not the community banks.

If you're a Citizens National Bank Visa credit card holder, you now have even more reason to use your card often. With points redeemed through the ScoreCard Rewards Program, you may make real-time, advance reservations for hotel and resort stays, rental cars and trip-enhancing activities at www.scorecardrewards.com, as well as by calling the travel service center. The current car and hotel paper certificates (Marriott, Hyatt, Hertz and National awards) will remain part of the program. This new online feature provides added benefit and options for cardholders.

Hotel and Car Awards

- Search and select from over 86,000 hotels and resorts worldwide – from popular hotel brands to unique, boutique properties.
- Most major car rental companies and car classes are available.
- Real-time availability and inventory allows participants to make and confirm their hotel and car rental reservations immediately.

Activity and Attraction Awards

Over 5,000 attractions and activities worldwide represented.

Highlights include:

- Swimming with dolphins
- Bike tours
- Broadway theater tickets
- Theme park passes
- And much more!

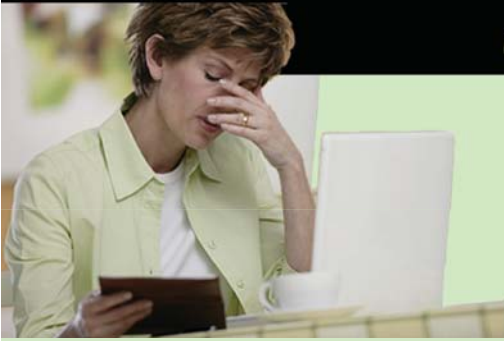
These awards can be booked in conjunction with an airline ticket, hotel stay, or car rental to make a complete vacation, or as a stand-alone item. You will access this new feature from the Travel landing page.

NEW! Professional and Collegiate Sports Merchandise Awards Available

ScoreCard has teamed up with one of the largest distributors of collegiate and professional sports merchandise. They will soon have t-shirts, polos, jerseys and team-branded accessories available for redemption on the ScoreCard website. They will carry a wide array of NCAA schools, all NFL teams and all MLB teams.

ScoreCard has also revised their travel service hours on the weekend to extend them to 5 pm on Saturdays and Sundays. For more information or to book a trip with your rewards points, call 800-842-3006 Monday through Friday, 9 am – 9 pm (EST) and Saturday-Sunday, 9 am – 5 pm (EST).

Online Banking Security AND Fraud Prevention Tips



Online banking is a convenient, efficient way to manage your accounts and transfer funds. At

Citizens National Bank we've taken every precaution available to ensure your transactions are safe and secure, including firewalls and multi-factor authentication through the use of tokens. These precautions are only effective however if you can prevent someone from accessing your user name and passwords.

Unfortunately, small and medium sized businesses are often targeted for fund transfer fraud through e-mail schemes. Typically the email will name the recipient correctly and contain either an infected file or a link to an infectious website. Clicking on the bad link downloads harmful malware to the computer and allows the creator of the email to harvest user names and passwords.

Citizens National Bank encourages you to only open emails from trusted sources in order to avoid this potential pitfall. Please consider these other guidelines in ensuring the security of your accounts:

- Never share user names and tokens. If additional user names and tokens are needed, please notify us and we will supply them.
- Immediately report any suspicious transactions to Citizens National Bank. Full recovery of funds may be limited to 24 hours and notifying us sooner may prevent further loss.
- Utilize daily limits controls for employees.

- Utilize dual payment control, where one user originates the transaction and another user authorizes the transaction.
- Be suspicious of any emails requesting account information, account verification, or banking access credentials. CNB will never ask for your user name, password or account number in an email. Opening attachments or clicking on web links in suspicious emails could expose the system to malicious code.
- Install a dedicated, actively managed firewall.
- Install commercial anti-virus and desktop firewall software on all computer systems.
- Ensure computers are patched regularly and all virus protection and security software are updated regularly.
- Avoid using an automatic login feature that saves user names and passwords.
- Never leave a computer unattended while using any online banking service.
- Never log in from an unsecure location such as an internet café, public library, etc.

In the event you are a victim of fraud:

- Immediately cease all activity from computer systems that may be compromised.
- Immediately contact Citizens National Bank so we may take appropriate actions.
- File a police report.
- Maintain a written log of what happened, what was lost and the steps that were taken to report the incident.
- Realize that any account accessed by a compromised computer could be vulnerable.

In addition to reporting the matter to local law enforcement agencies, it is strongly recommended victims of cyber crime contact their local FBI field office, <http://www.fbi.gov/contact/fo/fo.htm>, or file a complaint online at www.IC3.gov.

Improved Merchant Capture Service Now Available

Merchant Capture allows businesses to electronically deposit checks online with the use of a desktop scanner and their computer. It has recently been upgraded to be entirely web-based, eliminating the need to load software, other than the scanner driver, onto the business owner's computer. It also allows the use of 64-bit operating systems, which now makes this service more accessible to even more businesses.



The Key Advantages of Merchant Capture Are:

- The ability to make deposits anytime
- Less time preparing deposits
- The ability to consolidate funds from remote locations into one bank
- Fewer courier fees or trips to the bank
- Reduced risk of check fraud

A comprehensive demo of how Merchant Capture works and its benefits is now available online at http://www.cnbohio.com/business_banking_merchant_capture.asp. Businesses interested in learning more about the service should contact their local CNB office and speak with a Business Banking Officer.