



# Lusitania Savings Bank, fsb

## Spring 2007 Newsletter

### MESSAGE FROM THE PRESIDENT:

As we flip the pages on our calendars once again past the Winter months, I can't help but recall the words of Doug Larson, who is said to have written that *"Spring is when you feel like whistling even with a shoe full of slush."* Those words seem more appropriate this year than ever before, and not only because the last of the Winter snow appears to finally be melting away. Those words seem to capture the sense of optimism that always accompanies each new Spring season and this year is no exception. Here at Lusitania Savings Bank, we are very excited about several new improvements we've made that we hope will make the experience of banking with us this year more enjoyable than ever.



As I mentioned in our last issue of the Newsletter, Lusitania purchased property last Summer located adjacent to 107 Pulaski Street for the purpose of increasing the size of the parking lot at our main office. With our customer base growing larger by the day, and as an institution that prides itself on its customer service, we felt compelled to make sure that our customers had little difficulty in finding available parking at our main office. We are pleased to inform you that the expansion of the parking lot at 107 Pulaski Street was successfully completed, so finding available parking at our main office is easier than it has ever been.

It is difficult for us here at Lusitania to imagine the Spring and Summer seasons without thinking of the Lusitania Savings Bank Annual Picnic, held each year on Father's Day in June. Judging by the number of individuals who have already asked about the Picnic, it seems our customers feel the same way about it as we do.

Last year's Picnic had over 3,000 guests and proved to be a great way to spend a Summer day for all those who attended. Lusitania's Picnic has grown into such a big event that last year it was covered by RTP International - you can still find RTPi's coverage of the 2006 Picnic at [www.euacontacto.com](http://www.euacontacto.com) under the entry for September 4, 2006.

This year, the Picnic will be held on June 17, 2007 at the Forest Lodge in Warren, NJ. It promises to be a memorable event for everyone involved. As always, the Picnic will feature a variety of food and beverages as well as activities to keep our guests of all ages entertained throughout the day. You can find more information about the 2007 Lusitania Savings Bank Annual Picnic on the back page of this newsletter. We hope you'll join us for this always-exciting event.

Finally, on a more serious note, we know that a lot of you are growing increasingly concerned about what has been taking place lately in the mortgage lending industry. It seems that whenever you open a newspaper or watch the news on television these days, you find a story about yet another mortgage lending company that went out of business because it relied heavily on what is called "subprime lending", loosely defined as the practice of lending to individuals or business that pose a higher credit risk. I would like to take this opportunity to assure our customers that Lusitania Savings Bank has stayed true to its conservative lending practices over the years and continues to do so today. We have steadfastly refused to get caught up in the wave of subprime lending. Moreover, all of our loans are originated and serviced through the length of their terms completely in-house, so you always know where your loan is at all times. As a result, I can say with confidence that Lusitania Savings Bank will be around to service the community from which it was born for a long, long time to come.

In closing, thank you for choosing Lusitania Savings Bank. We hope that you will find that the experience of banking with Lusitania is as enjoyable for you as it is for us to handle your banking needs.

Augusto A. Gomes  
President/CEO



EQUAL OPPORTUNITY LENDER



#### Main Office:

107 Pulaski Street  
Newark, NJ 07105  
(973)344-5125

#### Branches:

210 Ferry Street  
Newark, NJ 07105  
(973)589-1555

302 Frank E. Rodgers Blvd.  
Harrison, NJ 07029  
(973)268-7801

1135 Liberty Avenue  
Hillside, NJ 07205  
(908)527-7994

Express Banking  
(973)344-5683

[www.Lusitaniabank.com](http://www.Lusitaniabank.com)

#### Business Days

Our business days are Monday thru Saturday, excluding State and Federal Holidays.

#### Business Hours:

Monday 9:00 am-6:00 pm  
Tues-Thurs 9:00 am-5:00 pm  
Friday 9:00 am-7:00 pm  
Saturday 9:00 am-2:00 pm

The time has arrived for our 27th Annual "Customer Appreciation Day" Picnic. More information on last page.

## CONSUMER LOANS

Avoid the dealer auto loan trap - 0% is not what it seems.

Don't get caught!

FINANCE with Lusitania instead with our NEW CAR LOAN SPECIAL



At first glance, 0% financing seems like the best deal in town. But before you are pressured to sign on that line, consider these facts:

- If your credit is not top of the line, you probably won't qualify for 0%
- You will have to choose from a limited selection of makes and models for an incentive plan. The car you really want may not be one of them.
- You may end up purchasing a vehicle with expensive, unwanted options.
- You may lose your negotiating power and pay more than you should for the car

The dealers like to push 0% or very low % plans because they are in the dealers best interest, not yours! The reality is that you can save a lot more by taking advantage of a manufactures rebate and financing at Lusitania.

We can now offer you a Special New Car Loan reserved especially for Lusitania customers. It is a great low interest rate loan with competitive terms, and we'll never push you to sign on the line before you know the facts.

Call us or stop by and find out if you qualify.

## EXPRESS BANKING



LUSITANIA'S PHONE BANKING SYSTEM  
(973) 344-5683

NOW 24 HOURS/ 7 DAYS A WEEK

## MANAGEMENT TEAM

Augusto A. Gomes: President/CEO

Jorge S. Gomes: Executive V.P./G.C.

Sandra Teixeira: VP of Finance

Maria C Pequito -Duarte: VP of Lending

Florbela De Almeida: VP of Operations

## ONLINE BANKING

Lusitania Savings Bank is proud to announce the newest service available to our customers: Online Banking! From now on, customers are able to access their accounts from the comfort of their homes and always be on top of their transactions.



Visit our web page at [www.Lusitaniabank.com](http://www.Lusitaniabank.com) and sign up! You just need to fill out your personal information and submit it. You will receive two separate letters -for security- one with your user ID and the second one with your password. You can change this information after you first log in. Go online and experience the convenience of banking with just one click!

Some Key Features:

- Account Summary
- Funds Transfer
- Account Statements
- Check Images
- Account Alerts

## SUPER SAVINGS

Are you ready to get more for your money?



If you don't want to lock your money into a Certificate of Deposit (CD), but would like to earn the interest of a CD, then come in and inquire about our

“SUPER SAVINGS SPECIAL”.

Requirements:

- \$25,000 minimum balance in a savings account
- checking or mortgage account at Lusitania

## COMING EVENTS

- May 14 Picnic tickets for sale Limited to first 3,000
- May 26 to Sept. 1 Saturday Summer Hours: 8:30 am to 12:00 pm  
Drive Thru: 8:00 am to 12:00 pm
- May 28 Memorial Day Closed for business
- June 17 Customer Appreciation Day 27th Annual Picnic
- July 4 Independence Day Closed for business



VISA CREDIT CARDS  
0% Introductory APR

World Class Cards  
from People You Trust




We're here to help you find  
the card that's right for you

The Family of Visa Credit Cards  
Visa Signature • Select Rewards Platinum  
Cash Rewards Platinum • Platinum  
College Rewards • Young Adult

VISA BUSINESS CARDS  
0% Introductory APR

World Class Cards  
from People You Trust



Because we know your business,  
we can help you choose

The Family of Visa Business Cards  
Visa Business Travel  
Platinum Business Rewards • Visa Business

# Credit Cards are now available

**Credit cards are an important part of today's economy. Having an available line of credit gives you the financial flexibility to manage your budget effectively and to handle unforeseen expenses with confidence. As a result, Lusitania Savings Bank is proud to offer its customers our newest products: Personal and Business Visa Credit Cards. Whether you are looking to establish credit for the first time or to take advantage of the strong credit history you have already established, one of our Credit Cards is the right choice for you. We offer an array of Credit Card options to fit every customer's need and financial background.**

**At Lusitania Savings Bank, we are always striving to give the very best, as our customers are our top priority. Whatever your choice may be, come in to our branches to apply today! As a special offer, for the first six billing cycles, you will enjoy 0% interest on purchases and balance transfers. Don't wait to take advantage of this offer and to start enjoying the convenience of carrying our card. Don't forget, convenience is a powerful thing!**

# MORTGAGES

**Looking for a Commercial  
Property Financing?  
Our Mortgage Loan Program Opens the  
Door to a World of Opportunities!**



If you're in the market for commercial property, you need a lender who is truly on your side. Lusitania specializes in working for your benefit - so before you know it, you'll be walking across the threshold of your own investment.

Lusitania offers you a wide variety of commercial mortgage programs including very competitive fixed rates and low fees with friendly personal service every step of the way.



**Tired of those inflated interest rates?  
We can bring down your rate  
AND KEEP IT THERE.**

You thought you had a good deal with a very attractive introductory low rate on your mortgage or home equity. But things have changed; you've realized that it wasn't such a good deal after all!! Adjustable rates have gone higher-and higher-and higher. NOW WHAT?!

Lusitania has a simple solution. Bring your adjustable rate loan to us and convert to a low fixed rate. Our fixed rate home equity loan and refinancing programs offer you:

- Peace of mind, with predictable monthly payments
- Low fees and no closing cost loans
- Personalized service

Even a small reduction in your interest rate can mean big monthly savings. And that means more money in your pocket. Call or stop by today, and we'll be happy to run the numbers for you.

# HIGHER EDUCATION

**Prepare them for the  
long journey ahead....**



It seems like just yesterday they were learning how to walk. But, before you know it, your children will be ready to step out on their own to face the world.

When it comes time to finance your child's higher education, it really pays to plan ahead. With the increasing costs of today's universities, you need to look into all your options. Here at Lusitania Savings Bank, we understand that young people need support and encouragement in order to reach their dreams. So we offer:

- **High interest Educational IRA's**
- **Home Equity Loans or Lines of Credit with affordable financing Alternatives**

We will be happy to explain the various programs available, and we can guide you through the process from start to finish. Simply give us a call, or stop by one of our offices for further details.

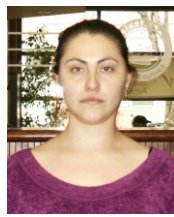
## We would like to welcome our New Employees



Michael Da Costa  
Tondela, Viseu



Bruna Dos Reis Loureiro  
Coimbra, Portugal



Karem Alfaro Rocha  
Nicaragua

### THANK YOU NOTE



Cystic Fibrosis



Habitat for Humanity

We would like to take the opportunity to thank all the customers who donated to our recent fundraising events.

### CONGRATULATIONS

We would like to congratulate Maria C. Pequito-Duarte (pictured here on the right) and Sandra Teixeira (left) as they celebrate their 20<sup>th</sup> Anniversary at Lusitania Savings Bank. Ms. Pequito-Duarte, the bank's V.P. of Lending and Ms. Teixeira, the bank's V.P. of Finance, both began their careers at Lusitania in 1986. They have been faithfully serving the needs of our community ever since and we hope they continue to do so for years to come.



## Lusitania Savings Bank 27th Annual Picnic

- Date:** Sunday, June 17, 2007
- Time:** 10 AM to 7 PM
- Location:** FOREST LODGE  
11 Reinman Road  
Warren, NJ 07059
- Facilities:** Swimming Pool, Dance Area, Soccer field, Volleyball Courts, Tennis Courts, Basketball Courts, Bocci Area, Baseball Field
- Events:** Soccer Game:  
Lusitania Savings Bank vs. Casa Tras-os-Montes e Alto Douro  
International Variety Show  
Music: Mx3 Band  
Grand Variety of popular games for all ages  
Prizes for winners
- Food:** Food & beverages (sodas) served continuously from 10 AM to 6 PM  
Beer & Wine will be served from 1 PM to 6 PM

Tickets go on sale May 14, 2007

### LET US HEAR FROM YOU

# How can we serve you even better?

We strive to provide excellent service to you every day, in everything we do. This means constantly improving upon the way we do business, and we want your input on how we can further improve.

Please share your suggestions for ways we can serve you even better by completing the following information

Our team will review all suggestions submitted, and if we decide to use yours, we'll pay you \$50.00 for it!

That's how serious we are about excellent customer service.

Name: \_\_\_\_\_

Phone: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Email: \_\_\_\_\_

Your Suggestion or Idea for Improvement: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Please mail this form to: Lusitania Savings Bank, fsb  
Attention: Augusto Gomes, CEO  
107 Pulaski Street  
Newark, New Jersey 07105