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Fairfax State Savings Bank Receives Iowa Bankers Association Best of Iowa Marketing Award *The Bank Here Named Best Newcomer Brand.*

FAIRFAX, Iowa – (May 2, 2016) – Fairfax State Savings Bank recently received a Best of Iowa Award from the Iowa Bankers Association (IBA) for excellence in bank marketing. The award was presented at a reception during the IBA's Marketing Conference, held at the West Des Moines Marriott on April 28th. The bank earned a Newcomer Award for its brand awareness campaign, "*The Bank Here, is Wherever You Are,*" in which the bank creatively leveraged television, radio, digital, its website and internal communication methods such as monthly statements, direct mail and online banking to attract new small business owners and agricultural clients and increase top of mind awareness.

"It's a privilege to be honored by the Iowa Bankers Association at this year's event," states Elaina Kempin, Assistant Vice President for Fairfax State Savings Bank. "Being recognized for our contributions to our customers and community through the bank's brand is a very special honor. Serving our customers' evolving needs is a top priority for The Bank Here".

A panel of judges from the Indiana Bankers Association selected the award winners based on their objectives, strategy, execution and results. Awards were given in eight (8) categories including Brand, Deposit, Service or Loan Products, Community/PR, Internal Marketing and Social Media.

About Fairfax State Savings Bank

Since 1924, Fairfax State Savings Bank has been located in the heart of Fairfax, Iowa. The bank maintains a stable financial environment with assets approaching \$150 million and provides a comprehensive selection of banking and financial products and services. The company understands the little things that make communities special: strong personal connections, a sense of pride in local growth and support, welcoming hospitality and sincere friendliness.

As an independent community bank, Fairfax State Savings Bank provides the personal relationship customers deserve through commercial and consumer banking services, mortgage and personal lending, agribusiness loans and wealth management. The bank plans its first expansion into the Amana Colonies in 2016. More information can be found at thebankhere.com or via Facebook, Twitter and Linked In. Member FDIC. Equal Housing Lender.

About the Iowa Bankers Association

The Iowa Bankers Association represents Iowa banks and savings institutions. Iowa bankers are committed to the values of honesty, hard work and community service, and have been a trusted resource for Iowans for more than 100 years. Iowa banks offer FDIC insurance and lend more than \$52.7 billion to help individuals, business owners and agriculture. More than 18,000 Iowans work at an Iowa bank, and Iowa banks donate more than \$28.6 million and 784,000 volunteer hours to support local communities each year. To learn more, visit iowabankers.com.