



New Year Wishes from the President.

Well, it's finally here – the year 2010! Although the previous year has held so many ups and downs for other financial institutions, 2009 was a good year for NEW SOUTH. As the calendar changes, our commitment to you remains strong. We continue to be one of the strongest credit union's in the country. We have again received the 5-Star Rating from Bauer Financial. Our conservative and honest approach to financial management protects your financial future. We realize the importance of this job, and we are honored to serve you.

In the FDIC's 3rd quarter report of 2009, the list of "problem" banks grew substantially to 552. This is the highest level in 16 years. Fifty banks failed in the 3rd quarter, bringing the total number of insured-institutions to "go-under" to 95 in the first nine months of 2009.

Recent economic challenges and layoffs have affected everyone. Please contact us if you find yourself facing difficult financial decisions or if you have trouble making loan payments. We are here for you and want to help you through these tough times.

Thank you for entrusting us and Best Wishes for a Happy and Profitable New Year!

Credit Life/Disability Insurance.

Your unexpected disability or death can affect your family's income level and change your family's standard of living in an instant, making regular household commitment difficult to meet. Struggling to make loan payments on a reduced or lost income is another heavy burden your family shouldn't have to bear. When you choose to protect your loans with MEMBER'S CHOICE credit life and credit disability insurance, you're planning for your family's financial future.*

With payment protection like MEMBER'S CHOICE credit life insurance, if you pass away and your claim is payable, your eligible loan balance is reduced or paid off. If you're disabled from work due to injury or sickness, your monthly loan payments will be paid off until you're no longer disabled, your loan is paid, or you reach the policy maximum.

Open Enrollment is January 1 – January 31, 2010.

Sign up for credit life and disability insurance without having to fill out a health questionnaire! Disability rates are DOWN, so now's the perfect time to join.

*Check with your loan officer for more details on MEMBER'S CHOICE credit life and credit disability insurance including exclusions, limitations, and maximum benefits.

**Covered loan payments are subject to the terms and conditions of the policy.

Holiday Hours

All branches will be CLOSED to observe the following holidays:

- Friday January 1 **New Year's Day**
- Monday January 18 **Martin Luther King Day**
- Monday February 15 **Presidents' Day**

FOR YOUR INFORMATION:

Great Auto Rates. If your auto loan is with someone other than NEW SOUTH, you're probably paying too much! We're proud to offer our members great vehicle rates. New or Used – whether you're purchasing or just need to refinance, now is the time! Why pay more interest than you have to? Call our loan department today to see how easy it is to refinance. Get pre-approved and save even more. Some restrictions may apply. For more information please call your loan department.

One Low Payment. The holidays are over, but the bills are coming in and your household budget is being stretched to the limit. Now is the time to stop paying outrageous interest rates. Consider a **Bill Consolidation Loan** from NEW SOUTH. If you consolidate various high interest debts into one lower interest loan with us, you could save big! You could lower your monthly payment while saving hundreds or thousands over time. Some restrictions may apply. For more information please call your loan department.

Safety Deposit Boxes. The annual rental fee for safety deposit boxes was automatically deducted on January 1, 2010. If you have any questions, please check with your local branch.

Board of Directors. The deadline for accepting nominations for our Board of Directors was November 30, 2009. No nominations were presented; therefore, the nominating committee will present the three incumbents for confirmation at the annual meeting.

Annual Meeting. The NSCU Annual Meeting is tentatively scheduled for **April 2010**. The specific day and time are yet to be determined. Please check at your local branch and our website for further details.

We're Here for You. Let NEW SOUTH be the first place you call when you need financial assistance. *All phone numbers on the back.*



NSCU Donates to Union High School.

Angie Merritt, Branch Manager of our Maynardville NEW SOUTH location, presents a check for \$700.00 to Mr. John Edds, the Athletic Director at Union County High School!

NEW SOUTH sponsored a Kick & Win Contest during half-time at each UCHS home football game. Contestants had the opportunity to kick a field goal from 10, 20, or 30 yards. If successful, he or she would win \$50, \$100, or \$500!! NEW SOUTH would then match those winnings to the high school. There were three winners earning a total of \$700.00.

"Thanks to everyone who participated, we had a great time and hope to sponsor more fun events like this." Angie Merritt.

Get your **TAX REFUND...FAST!** Don't pay to get your 2009 tax refund in a week. Direct Deposit can get your money here fast, with **NO SERVICE CHARGE OR PERCENTAGE FEES!** Simply fill out your income tax return and indicate that you want your refund direct deposited to NEW SOUTH. Our routing number is: 264279745. Your account number is located at the top of your statement. Just add 01 at the end of your account number if you want your refund to go to savings or 07 for the refund to go to checking.

Contact Information:

Knoxville branch (Main office):

phone (865) 523-0757
 fax (865) 637-6535
 address 3261 N. Mall Road
 Knoxville, TN 37924

Maynardville branch:

phone (865) 862-6352
 address 4587 Maynardville Hwy.

Rutledge branch:

phone (865) 828-6100
 address 7701 Rutledge Pike

Payments by Mail:

address 3261 N. Mall Road
 Knoxville, TN 37924

E-Mail:

service4u@newsouthcu.com

NSCU On-Line Banking:

www.newsouthcu.com

Tele-Trans Audio Response:

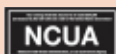
(865) 673-8328

Lost or Stolen Cards:

VISA credit card: 1-800-449-7728
 MC ATM/check card: 1-877-300-3509

Hours of Operation:

Monday 8:30 - 4:30
 Tuesday 8:30 - 4:30
 Wednesday 10:00 - 4:30
 Thursday 8:30 - 4:30
 Friday 8:30 - 5:30



Financial Tips for Life!

2010 The Year to Save.

Saving money should be at the top of every ones New Year's Resolutions. Make it a high priority for the year and you'll reap the

rewards for years to come. At NEW SOUTH we're here to help you develop a plan to put plenty of cash away during 2010.

REFINANCE AND SAVE:

If you have a vehicle loan somewhere other than NEW SOUTH, check your interest rate and give us a call. By refinancing and lowering your rate and/or payment you could save hundreds!

DIRECT DEPOSIT:

Have your paycheck directly deposited to NEW SOUTH and use our FREE online banking and Bill Pay. There's no hassle. You'll also save time, money, and gas by not having to drive to deposit your check.

CREDIT CARD CONSOLIDATION:

Holiday bills can get out of control. Call our loan department about consolidating your credit cards into ONE low rate and ONE easy payment.

Is your 401(K) Underperforming? – We can Help!

Call our on-staff Financial Planner today. He'll be glad to meet with you and help explain and educate you on making the best financial decisions for your future.

- **401(K) Rollover**
- **IRA's**
- **Life Insurance**
- **Annuities**

We offer a full range of investment opportunities **Without the Fees!** Call our Knoxville branch and schedule an appointment today. 523-0757

NEW SOUTH – The Better Way to Bank!

