



FOR IMMEDIATE RELEASE

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Customer preference for safer investments prompts HomeBanc to offer attractive incentives

Tampa-based bank announces a premier rate on new savings accounts; coupled with distinct relationship-focused banking as customer benefits

TAMPA, Fla. – Bank customers are showing a growing preference for less-risky investment alternatives, causing a trend for more traditional, dependable savings accounts, according to Tampa-based **HomeBanc**. To reflect the growing customer interest in achieving guaranteed returns, HomeBanc announced today it is offering a 2.00% Annual Percentage Yield (APY) for those opening a new savings account with a direct deposit companion checking account.

“Customers clearly want a safe alternative for their investments in these uncertain economic times,” said **Jerry Campbell**, President, Chairman and CEO of **HomeBancorp, Inc.**, the parent company of HomeBanc. “Our savings accounts are FDIC-insured and offer an attractive rate, so customers know their dollars will appreciate in value in a HomeBanc account.”

HomeBanc is a very different type of bank and provides its customers a different kind of banking experience – one based on the philosophy that banking should be relationship-focused and deliver service that exceeds expectations. HomeBanc assigns all of its customers their own personal banker, who works to easily and effectively handle each customer’s personalized need. No teller windows exist at HomeBanc, so customers never wait in line when visiting one of its locations.

Those interested in inquiring about savings accounts or other retail banking options should visit one of HomeBanc’s full-service branch locations in Lake Mary, Lakewood Ranch (Sarasota), Belleair Bluffs or one of three branches in Tampa at Rocky Point, on Dale Mabry at I-275 and in Westchase.

(more)

HomeBanc is a wholly owned subsidiary of Tampa-based HomeBancorp, Inc. In addition to the six full-service retail branches, HomeBanc also operates loan-production offices in Tampa, Lake Mary and Brandon. HomeBanc offers an array of retail-deposit products, along with SBA loans, special lower-rate FHA loans for first-time buyers, residential mortgage loans and non-traditional jumbo mortgage loans. It is committed to exceeding customer-service expectations and making the company a Great Place to Work® and a Great Place to Bank. The corporate headquarters of HomeBancorp is located on the 41st floor of the Bank of America Plaza building at 101 E. Kennedy Blvd. in downtown Tampa. More information on HomeBanc can be found at **www.HomeBanc.com**.

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