

# Results of great interest.

Advertising
  Public Relations
  Promotions
  Interactive
  Direct Response

## +465%

### increase in deposits

#### Challenge:

To launch a new bank in a cluttered category where there's a major bank on every street corner.

#### Solution:

Capitalize on IndyMac Bank's technological superiority and cost efficiencies to attract accounts by offering higher CD and Money Market Savings rates. Utilize the theme, "Bureaucracy Beware" to herald a new kind of bank where service still counts.

#### Results:

The Phelps Group began working with IndyMac Bank in July, 2000. From July, 2000 to July, 2001, the Consumer Bank grew 465%, increasing deposits by over \$1.5 billion. By the end of May, 2001, the Consumer Bank had already exceeded their 2001 year-end goals.

Print Ad

**We want to be your CD bank.**

**Bureaucracy BEWARE!**

Make sure you're making the most of your money. One way is to take advantage of stable investments that pay. Like FDIC-insured CDs from IndyMac Bank. We consistently have some of the highest CD rates in the country. And our commitment to service rates just as high. All that plus the safety and security that comes with over \$7 billion in assets. Now that's something you can count on.

Covina and West Covina Locations  
 144 North 2nd Ave. (2nd and College) • 626.331.0551 • Sally Evolina, Branch Manager  
 100 North Azusa Ave. (Azusa and Badillo) • 626.967.2829 • Kim Shappell, Branch Manager  
 255 North Barranca St. (1 block north of 10 Fwy) • 626.859.4200 • Pam Craig, Branch Manager

**IndyMac Bank.**  
[www.indymacbank.com](http://www.indymacbank.com)

Member FDIC  
 NYSE-NYSE  
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Outdoor

**Yield of Dreams**

**6% APY\***  
 Money Market  
 \$10,000 and up

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

**IndyMac Bank.**  
 Bureaucracy BEWARE!

**(800) 750-8521**



# IndyMac Bank®

**Enter to Win a Digital Camera From the Bank that Focuses on You.**

**OLYMPUS**

**IndyMac Bank.**  
 Bureaucracy BEWARE!

Grand Prize Olympus® C-800 Zoom digital camera. Features include 3.4 million pixel CCD, 200x 10x zoom, image site, built-in USB connection, and software to download and edit photos.



Promotion

Public Relations