



FIRST NORTHERN BANK

~ CELEBRATING 100 YEARS IN 2010 ~

October 29, 2009

Dear Valued Customer:

I don't know about you, but I am tired of this recession. While the leading macro-economic indicators suggest that the worst is behind us, California is certainly lagging woefully behind. As the President and CEO, I often get asked how the Bank is faring in these uncertain economic times. I thought it might be helpful to print some of the commonly asked questions along with my answers for the benefit of all customers.

How is it that First Northern Bank has maintained its strength through these times of financial uncertainty?

First Northern Bank is proud to be a well-capitalized, well-managed financial institution that continues to grow and provide safe and secure banking for our customers. During these challenging economic times, the Bank has never wavered from its adherence to the core principles that have guided its growth and sustained its strength in the marketplace for almost 100 years. We remain focused on: strong liquidity, disciplined underwriting standards, a consistent and conservative credit philosophy, having knowledgeable and experienced staff, and delivering superior customer service. We look forward to continuing our tradition of consistent financial discipline, while offering products and services to benefit the communities we serve throughout Solano, Yolo, Sacramento, Placer and El Dorado Counties.

What is the most important aspect of your business?

Our CUSTOMERS! By keeping our clients' financial needs in the forefront, we will continue to deepen our relationships and grow our business.

What do you think sets First Northern Bank apart from other financial institutions?

That's easy; it's our dedicated and knowledgeable staff. Over 90% of our employees own stock in the Company. So chances are, our customers are being served by a shareholder, someone who has a vested interest in the success of the Company. First Northern Bank employees act as if their names were on the door. They understand that customer satisfaction is paramount.

In closing, I would like to share a few new services we've either recently launched or will launch in the next month or two. On the technology front, the Bank now offers Online Account Opening for its personal checking and savings products, allowing customers the convenience of opening accounts online from the comfort of their home. Coming in early December 2009, the Bank will launch a complete redesign of its Website. The new design will bring added convenience and more dynamic functionality to our customers. In early 2010, we will launch e-statements and mobile banking (banking via cell phone). And, just this week, First Northern rolled out an enhanced banking program for customers looking for a comprehensive approach to Wealth Management. The new program is called Private Client Services; it encompasses Banking Services, Investment Management Services, Brokerage Services, Lending Solutions, Industry Expertise, Estate & Financial Planning, and Trust Services. If you would like to discuss the Bank's Private Client Services in greater detail, please ask to speak to the Private Banker at your branch.

Thank you for entrusting us with your business. It is truly our privilege to serve you.

Sincerely,

Owen J. Onsum
President & CEO