

# For Immediate Release



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To Banking or Business Editor:

## Now More Than Ever, People Want to Know How Their Bank Stacks Up!

June 17, 2009: BAUERFINANCIAL, Inc. Coral Gables, Florida, the nation's bank rating firm, can help them find out. Updated star-ratings for all U.S. banks and credit unions are available to anyone who calls our toll-free number (800.388.6686) or visits our web site ([www.bauerfinancial.com](http://www.bauerfinancial.com)) and judging from the amount of activity we are getting in both of these places, we would say this is something your readers will want to know about too.

After the events of the past year, everyone now knows that ALL banks are NOT equal. Even if they are federally insured, there are definite benefits to knowing where your bank stands. For example, did you know that if your bank fails any outstanding checks could be returned unpaid? That could be a sticky situation with bill collectors, or your mortgage holder, or anyone else who was counting on your check to be valid... including you.

That being said, BauerFinancial is not in the business of scaring people. On the contrary, our company has been helping consumers and businesses make informed decisions for over a quarter of a century. In this climate, it is not only important to make sure your deposits are fully insured, but equally important that consumers and business people can sleep at night. Knowing the star-rating of any banks and/or credit unions you have deposits at is the easiest and surest way to accomplish that.

Here's a look at how star-ratings have changed over the past year. It's easy to see the trends and just as easy to check on your local institutions.

	Banks		Credit Unions	
	1qtr/09	1qtr/08	1qtr/09	1qtr/08
Recommended (5-Stars or 4-Stars)	56%	67%	66%	73%
In-Between (3½-Stars or 3-Stars)	31%	25%	15%	10%
Troubled or Problematic (2-Stars or below)	10%	4%	5%	2%

(The remainder are unrated and/or Start-up institutions.)

For more information call 1.800.388.6686 or log on to [www.bauerfinancial.com](http://www.bauerfinancial.com).

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Members of the press may request a free spreadsheet of all the bank and/or credit union star ratings in their state, along with financial highlights, by emailing [research@bauerfinancial.com](mailto:research@bauerfinancial.com).