



FOR IMMEDIATE RELEASE

October 6, 2008

For more information, contact Eric Skrum, 608/441-1216, eskrum@wisbank.com

Consumers Benefit from Recently Increased FDIC Insurance Coverage

New Law Temporarily Increases Basic Insurance to \$250,000

(MADISON) –Consumers will benefit directly from a provision in the new Emergency Economic Stabilization Act that immediately increases the basic FDIC insurance coverage limits on money in insured financial institutions to \$250,000, according to the Wisconsin Bankers Association (WBA). The new increased limits are fixed through December 31, 2009.

“There has never been a better time to keep your money in the bank, no matter who you are,” explained Kurt Bauer, WBA president/CEO. “The new temporary increased coverage not only applies to accounts held by individuals, but also to accounts held by corporations, partnerships, limited liability companies and municipalities.”

There is no cost to the public for the FDIC insurance coverage as it is paid for through assessments on insured financial institutions. After December 31, 2009, the basic FDIC insurance coverage limit will return to \$100,000 except for certain retirement accounts, like IRAs, which will continue to receive FDIC insurance coverage up to \$250,000.

FDIC insurance covers all types of deposits received at an insured bank, including deposits in checking, NOW, and savings accounts, money market deposit accounts, and certificates of deposit (CDs). Safe deposit boxes, and their contents, are not insured.

Remember, even under the prior FDIC insurance limits, there are ways to easily and legally structure accounts at a single financial institution to receive FDIC insurance coverage in amounts greater than the basic insurance limit. Under the new temporary increased limits, for example, a husband and wife by themselves could structure multiple accounts to easily receive up to \$2 million in FDIC insurance coverage, while a family of four could receive up to \$3 million in FDIC insurance coverage at one insured institution.

“Consumers can rest assured knowing their money is protected by FDIC insurance coverage,” said Bauer. “No one has ever lost a penny of insured deposits in the 75 years of FDIC’s existence.”

###

The Wisconsin Bankers Association is the state’s largest financial industry trade association, representing 300 commercial banks and savings institutions, their nearly 2,300 branch offices and 28,000 employees.