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TOTALBANK'S FRIEDA BROWN RETIRES AFTER 44 YEARS OF EXCELLENCE
July 27th Proclaimed Freida Brown Day

MIAMI – August 3, 2012 –Frieda Brown, vice president and Community Development Officer for TotalBank, announced her retirement on Friday, July 27, marking the end of 44 years of loyal service. Known for her outstanding customer service, dedication and professionalism, she is the longest-employed member of the Bank's team. In recognition of her faithful years of dedication to TotalBank and the community, Miami-Dade County District 9 Commissioner Dennis C. Moss issued a proclamation that July 27 will now be known as Frieda Brown Day.

She was born and raised in Miami and began her banking career at the age of 22. Young and driven, Frieda was hired by Bank of Perrine, which later became Florida International Bank. There, Frieda quickly earned the title of fastest encoder on staff, and continued successfully moving up from encoder to teller, new accounts representative and later supervisor, becoming the Bank's first African-American officer.

TotalBank's acquisition of Florida International Bank in 1997 brought positive changes for Frieda, where she continued to shine as Branch Manager. She was later promoted to Business Development Officer in 2000 and Community Development Officer in the Compliance/CRA Department in 2005.

Frieda has also accomplished great things by means of her self-sacrificing spirit. Her community involvement with various local not-for profit organizations landed her on the list of the 2008 edition of "Who's Who in Black South Florida." Other charitable organizations Frieda has been involved with include: Cuban American National Council-Miami Saves program, steering committee member; Martin Memorial Social Services, Inc., board member; South Florida Boys Choir, board member and treasurer; Big Brothers and Big Sisters of Miami, Inc., mentor to a Little Sister; Community Health of South Dade, Inc. (CHI), first vice chairman Finance committee, Planning committee, Grievance committee; West Perrine CDC, volunteer for MLK Parade committee; Economic Development Council, Community Development committee member; Neighbors and Neighbors Association (NANA) Mom and Pop Grant Program, panel member appointed by Commissioner Dennis C. Moss (District 9); Kids and the Power of Work (KAPOW), volunteer at R.R. Morton Elementary and Frank C. Martin International K-8 Center; Marie Patrice Denegall Fundraiser for Lupus, Inc., board member;

Richmond-Perrine Optimist Club, volunteer for FDIC Money Smart Financial Literacy Program.

However, for Frieda it isn't all work and no play. Some of her favorite pastimes include collecting oil paintings and baby dolls. She also enjoys listening to jazz music and reading. An art major throughout her college career, she has an eye for beautiful things.

As her banking career comes to an end, Frieda is looking forward to enjoying the fruits of her labor and spending more time with her family. She leaves tough shoes to fill.

Photo captions:



Photo 1 - Frieda Brown presented with Proclamation by District Manager Dallas Manuel of Miami-Dade County District 9



Photo 2 - TotalBank President, Luis de la Aguilera and CFO, Lyan Fernandez present Frieda Brown with a token of the Bank's appreciation

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About TotalBank

TotalBank is a leading integrated retail-commercial bank in South Florida with more than \$2.3 billion in assets and 19 convenient locations throughout Miami-Dade County. Headquartered in Miami, TotalBank has served the South Florida community for 38 years, offering a broad range of domestic and international financial services to corporations, small businesses and individual consumers. The bank offers superior customer service focused on meeting the financial needs of customers while earning their confidence and loyalty. A member of Grupo Banco Popular Español, with more than \$200 billion in assets and 2,500 branches, TotalBank is strengthened by its parent, one of the largest banking groups in Spain. More information can be found at www.totalbank.com.