



Federal Deposit Insurance Corporation
550 17th Street NW, Washington, DC 20429-9990

Financial Institution Letter

FIL-112-2006

December 27, 2006

Advertisement of FDIC Membership

Final Rule Amending Part 328

Summary: The FDIC Board of Directors has approved the attached final rule amending FDIC Part 328, Advertisement of Membership. Recent amendments to the Federal Deposit Insurance Act required the FDIC to prescribe an official sign that all FDIC-insured depository institutions would be required to display. The rule accomplishes that requirement and provides for other changes to the regulation. The final rule will take effect on November 13, 2007. FDIC-insured depository institutions are expected to be in full compliance by that date.

Distribution:
FDIC-Insured Institutions

Suggested Routing:
Chief Executive Officer
Compliance Officer

Related Topics:
FDIC Part 328 – Advertisement of Membership

Attachment:
Final Rule: Advertisement of Membership (71 FR 66098, November 13, 2006)

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Note:
FDIC financial institution letters (FILs) may be accessed from the FDIC's Web site at www.fdic.gov/news/news/financial/2006/index.html.

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Paper copies of FDIC financial institution letters may be obtained through the FDIC's Public Information Center (1-877-275-3342 or 703-562-2200).

Highlights:

- FDIC-insured depository institutions must use a new official sign that replaces the separate signs used by members of the Bank Insurance Fund and the Savings Association Insurance Fund. The new sign informs depositors that they are insured to at least \$100,000, and includes a full faith and credit statement, as well as the FDIC's Web site address.
- The requirement to use the official advertising statement, "Member FDIC," has been extended to savings associations.
- The use of the official advertising statement is restricted in advertisements involving non-deposit and hybrid products (e.g., sweep accounts).
- Banks may procure the new official sign with black lettering and a gold background from the FDIC at no charge. Information about how to obtain the signs is available at www.fdic.gov/regulations/resources/signage.
- All FDIC-insured depository institutions are expected to take the necessary actions to be in full compliance with the provisions of the final rule by November 13, 2007.
- As permitted by the Federal Deposit Insurance Act, supervisory agencies can assess a money penalty of up to \$100 for each day that an institution violates Part 328.