

## South Florida Bank Offers Mobile Alerts to Reduce Debit Card Fraud

*Executive National Bank Offers its Consumer and Business Customers Free Mobile Alerts*

Miami, FL May 28, 2010 – Executive National Bank (ENB), a South Florida community bank, is proud to offer its Visa Debit and ATM cardholders free Mobile Alerts starting on May 31, 2010. The new service includes automated alerts that will notify customers when:

- Funds are removed using the customer's ENB Visa Debit or ATM Card
- Signature transactions are processed on the customer's ENB Visa Debit Card
- Bank systems flag the customer's ENB Visa Debit Card for suspected fraudulent activity

These automated alerts will help customers stay informed, allowing them to identify unauthorized activity quickly to mitigate the impact of Debit Card fraud.

In addition to offering automated alerts, Executive National Bank's Mobile Alerts allow customers to request primary account balance details on demand; during bank testing, the average response time for on demand account balance requests was 2-5 seconds.

Customers interested in Executive National Bank's free Mobile Alerts should call their Private Banker at 305.273.2900.

*Executive National Bank is a privately-owned financial institution that has proudly served South Florida since 1972. This federally insured institution holds a national charter and offers a full range of banking services including commercial loans, mortgages, remote deposit capture and CDARS®. To learn more about Executive National Bank, please visit [www.executivebank.com](http://www.executivebank.com) or call 305.273.2900.*

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