OneUnited Bank Launches New Ad Campaign Highlighting Women

Black America's Bank seeks to counter hip hop portrayal of Black women
by highlighting their contribution to the community's success

LOS ANGELES, CA (August 13, 2007)- OneUnited Bank, the largest Black owned bank in the country, launched its "We Know Who Writes the Checks" advertising campaign highlighting Black women. In honoring the unique contribution and role played by Black women in managing the financial affairs for countless families and businesses, the campaign seeks to encourage a dialogue to counter pervasive negative images and messages prevalent in many of today's hip hop videos and to focus attention on the reality that Black women provide a real source of strength for their families and the urban communities in which they live.

The campaign includes print and radio advertising, billboard sized banner advertising and a promotion to honor five (5) women recommended by individuals within their communities for their contributions to economic development. The campaign, which promotes OneUnited's new checking account products including free checking with direct deposit, free online banking and bill pay, interest checking, second chance checking, for customers with ChexSystems records and free small business checking, is being launched in Southern California in August in partnership with radio station V100 (KRBV - 100.3) - a Radio One station - and will be expanded to the Bank's Florida and Massachusetts markets.

An integral part of OneUnited's community development mission is to educate urban consumers about banking and provide innovative financial literacy strategies. In 2006, the Bank focused on the importance of savings; it became the first Black internet bank in America, and currently offers a high rate internet savings account for the purpose of individual and collective wealth creation. In 2007, OneUnited seeks to counter the stereotypical images of Black women in popular culture by honoring the importance of Black women, particularly with respect to the contributions they make to successfully managing the ongoing financial affairs of Black families thereby strengthening the urban communities in which they live.

"The reality is that our community would not be successful if it were not for strong Black women who managed our financial affairs," states Kevin Cohee, OneUnited Bank CEO and Chairman of the Board. "And given the current borage of un-flattering and stereotypical images of Black women portrayed in music videos, rap songs and reality shows, the campaign is an excellent opportunity for OneUnited to portray positive and real images."

According to the most recent U.S. Census data, over 64% of African American women work outside the home. There are more than 400,000 African American women-owned businesses that are generating an annual $25 billion in salaries and over a quarter million jobs. Beyond those numbers African American women are reported to have an estimated $400 billion in buying power. More Black women are on-line, making buying decisions, and running households than ever before.

"We want people to ask questions about the statistics and the stereotypes and come to the conclusion that our women are phenomenal and should be celebrated! We are confident that the campaign will bring to light that Black women's accomplishments in the United States today are being overlooked and underappreciated," states Cohee.

About OneUnited Bank
OneUnited Bank (www.oneunited.com) is the largest Black-owned bank, first Black-owned internet bank in America and a Community Development Financial Institution with over $640 million in assets. The Bank's mission is to be the premier bank serving urban communities by promoting financial literacy and wealth building, and offering affordable financial services. OneUnited Bank has won the highest Bank Enterprise Award from the U.S. Department of Treasury for the past three consecutive years due to its community development lending. The Bank has grown organically and by acquiring community banks that share its mission, including Boston Bank of Commerce, Founders National Bank and Family Savings Bank in Los Angeles, and Peoples National Bank of Commerce in Miami.