



Office of Thrift Supervision

Department of the Treasury *Managing Director, Examinations, Supervision, and Consumer Protection*

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November 6, 2006

MEMORANDUM FOR: Chief Executive Officers

FROM:

Scott M. Albinson

SUBJECT:

FDIC Advertising Regulation

On November 2, 2006, the FDIC amended its regulation governing official FDIC signs and advertising of FDIC membership. See <http://www.fdic.gov/news/board/nov066notice.pdf>.

The final rule has three main provisions:

- Replaces the separate signs used by Bank Insurance Fund (BIF) and Savings Association Insurance Fund (SAIF) members with a new sign, or insurance logo, that all insured depository institutions will use.
- Extends the advertising requirements to savings associations and consolidates the exceptions to those requirements.
- Restricts the use of the official advertising statement when advertising non-deposit products.

The final rule extends the effective date of the regulation to one year from the date of publication in the Federal Register. Such a transition period should give institutions sufficient time to use existing printed materials before the new requirements become mandatory. During the transition period, between publication of the final rule in the Federal Register and the effective date, insured depository institutions will not be deemed in violation of the current requirements in Part 328 if they implement measures to comply with requirements of the final rule.

OTS plans to revise Section 1425, Advertising, in the Examination Handbook as soon as possible.

If you have questions regarding the change in the FDIC Advertisement of Membership regulation, please contact the Compliance and Consumer Protection Division of OTS at 202-906-5623.