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617-482-2100  
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April 11, 2008

Dear Executive,

As mentioned in the enclosed letter from Vice Chairman Martin J. Gruenberg, Dove Consulting has been engaged by the Federal Deposit Insurance Corporation to administer a confidential survey of financial institutions' efforts to serve unbanked and underbanked individuals. As your organization plays an important role in consumer banking, we would greatly appreciate your assistance with this important research effort.

To encourage your bank's participation, survey responses will be kept strictly confidential and data that we provide the FDIC will not be attributable to individual banks. Additionally, given the length of the survey form reasonable estimates are acceptable and submissions will not be subject to any audit or examination review. Your bank will also receive a summary of this first nationally representative study's results and will provide useful information for your bank.

This survey will gather information about types of financial education and literature offered by the banking industry to provide opportunities for unbanked individuals to enter into the financial mainstream. It also covers other cultural, language, cost, and identification issues that appear to prevent unbanked and underbanked individuals from establishing conventional accounts and, importantly, the specific challenges banks face in providing services to the unbanked.

This survey package includes:

- A letter from the FDIC requesting your bank's participation
- A paper copy of the survey to review and use (If you would like an electronic MS-Word version of the survey please email Ed Bachelder at [ebachelder@doveconsulting.com](mailto:ebachelder@doveconsulting.com))
- A Business Reply Envelope for your completed survey

Please return the survey to us by **June 6<sup>th</sup>**. You may send it in the business reply envelope provided, fax it to (617) 482-1470, or email it to [FDICsurvey@doveconsulting.com](mailto:FDICsurvey@doveconsulting.com). If you need additional time or have any questions, please call me at (617) 753-9223.

Thank You,

A handwritten signature in black ink that reads 'Edward L. Bachelder'. The signature is written in a cursive style and is followed by a horizontal line.

Edward L. Bachelder  
Director of Research