

For Immediate Release

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OneUnited Bank Internet Savings Account Endorsed By BlackElectorate.com Black Bank Initiative

Los Angeles, CA (July 23, 2008) - OneUnited Bank has been recognized by BlackElectorate.com's Black Bank Initiative (<http://www.blackownedbank.com/>) for its high rate internet savings account. The Unity Gold E-Savings Account has been endorsed by the website's initiative for wealth creation, financial literacy and community development.

"OneUnited Bank remains the leader in not only providing online banking products and services to Black America, but its internet savings account interest rate is recognized - industry-wide - as among the highest available from any commercial banking institution. We strongly encourage individuals interested in maintaining purchasing power through savings to consider opening a UNITY Gold E-Savings Account," stated Cedric Muhammad, Convener of the BlackElectorate.com 'Business and Building' Community, which launched its Black-Bank Initiative in 2006 in order to promote wealth accumulation and financial empowerment.

"OneUnited Bank is committed to the important values represented by this Initiative. We are excited by The BlackElectorate.com 'Business and Building' Community's endorsement of our financial product, and pleased that our internet savings account is being recognized inside and outside of the African-American community," stated Kevin Cohee, Chairman and CEO of OneUnited Bank. In keeping with its mission of service to traditionally under-served communities, OneUnited Bank has created this product to encourage savings and financial stability, and to promote financial literacy within the African-American community.

The BlackElectorate.com "Business and Building" Community is a diverse group of entrepreneurs, professionals, activists, artists, intellectuals and students, established in October of 2006. It has launched Initiatives in four areas: Business and Investment; Community Development; Political Action; and International Affairs.

The BlackElectorate.com 'Business and Building' Black-Owned Bank Initiative is working in partnership with the Moneywise Community Outreach Program founded by Kelvin Boston, host of "Moneywise with Kelvin Boston," (www.moneywise.tv) a multi-cultural financial affairs program. Mr. Boston's latest book, "Who's Afraid To Be A Millionaire?" (www.moneywise.tv/millionaire_book.html) is the official reference resource of the Community's Business and Investment Initiative.

OneUnited Bank (www.oneunited.com) is the first inter-state and fastest growing Black-owned bank in the U.S. with \$750 million in assets and branches in Massachusetts, Florida and California. Its mission is to be the premier bank serving urban communities by offering affordable financial services, while maintaining superior financial performance. The FDIC insured bank has grown through a combination of organic growth and by acquiring community banks in Massachusetts, Florida and California that share its mission. OneUnited Bank is a certified Community Development Financial Institution by the U.S. Department of Treasury and an Equal Housing Lender.