



Thank you for placing your trust with MidWestOne Bank. We appreciate the opportunity to serve you and show you how You're the One. Our annual Privacy Disclosure, OOPS! Occasional Overdraft Privilege Service, and two account notices are included.

2011 was an exciting year for MidWestOne in a variety of ways. We started the year with the introduction to our unique OneCard Visa Check Card program which allows you to design the look of your own Check Card. It's a terrific way to show your passion. Then, in the spring, we launched a specialized website, HandsOnAdvice.com, which is loaded with relevant articles, calculators, and information written by our own experts and categorized in particular life stages. We're proud of this site and we hope you find it useful and easy to navigate.

We introduced mobile banking in late October. Users of mobile phones will appreciate how easy it is to use our service. We have had a terrific response to it already as many of our customers were eager to use this new banking method.

Looking ahead to 2012, we are pleased to announce that we continue to upgrade our technologies. Online banking and bill pay will each receive a facelift. We continue to replace and improve the capabilities of our ATMs. Our customers in Belle Plaine, Fairfield, and North Liberty will enjoy our newly remodeled facilities.

Thank you for your business. Stop by any of our 25 locations throughout the eastern half of Iowa, visit us at MidWestOne.com, or "like" us on Facebook to learn more about the great products and services we offer for you! You're the One we're here to serve.

Susan R. Evans
Chief Operating Officer

OOPS! OCCASIONAL OVERDRAFT PRIVILEGE SERVICE POLICY

MidWestOne Bank ("we, us or our") offers the OOPS!TM Occasional Overdraft Privilege Service. If your account qualifies for OOPS!, we will consider, without obligation on our part, paying items for which your account has insufficient or unavailable funds, instead of automatically returning those items unpaid. This document explains how OOPS! operates.

Transactions that May Qualify for OOPS!

An overdraft occurs when you do not have enough money in your account to cover a transaction. Although there are many reasons why your account might become overdrawn, most overdrafts result from the following:

- a) You write a check, swipe your debit card or initiate an electronic funds transfer in an amount that exceeds the amount of funds available in your account;
- b) You deposit a check or other item into your account and the item is returned unpaid, which causes a negative balance in your account once your balance is reduced by the amount of the returned check;
- c) You have inadequate funds in your account when we assess a fee or service charge; or
- d) You initiate a transaction before funds deposited into your account are "available" or "finally paid" according to our Funds Availability Policy. For example, if you deposit a check into your account, the proceeds of that check may not be available to you for up to seven business days after you deposit the check. If you do not have sufficient funds in your account — independent of the check—to cover the transaction, you will incur an overdraft.

The OOPS! Service applies to a variety of transactions, including checks and other transactions made using your checking account number, automatic bill payments, ATM transactions and everyday debit card transactions; however, we will not include ATM and everyday debit card transactions within our OOPS! Service without first receiving your affirmative consent to do so. Absent your affirmative consent, ATM and everyday debit card transactions generally will not be paid under OOPS!.

Participation in OOPS! is not mandatory. You may opt-out of the service any time by notifying one of our Customer Service Representatives. Furthermore, you may revoke your affirmative consent to have ATM and everyday debit card transactions considered for payment under OOPS! without removing other items from the service. Simply inform us of your preference.

As noted above, we retain full discretion to decline to pay any item under the OOPS! Program. The means we can refuse to pay any overdraft for any reason. Even if we decide to pay an overdraft item, absent an agreement to the contrary, such payment does not create any duty to pay future

overdrafts. If we do not authorize and pay an overdraft, your transaction may be declined and we may assess NSF (Non-Sufficient Funds) fees on your account in accordance with your account agreement and the fee schedule in effect at the time of the overdraft.

Fees

For each overdraft we pay or return unpaid, we will charge the standard per item NSF fee as follows up to a maximum of \$174.00 per day:

<u>Consumer Accounts</u>		<u>Non-Consumer Accounts</u>	
NSF Items \$10.00 and below	\$10.00	NSF Items	\$29.00
NSF Items above \$10.00	\$29.00	Returned Items	\$29.00
Returned items	\$29.00		

We will not charge a fee on daily overdraft balances of \$5.00 or less. We will notify you by mail if we pay or return any insufficient or unavailable funds items on your account; however, we have no obligation to notify you before we pay or return any item. The amounts of any overdrafts, including our fees, are due and payable immediately or on demand.

Accounts Eligible for OOPS!

OOPS! is a discretionary service and is generally limited to an \$800 overdraft (negative) balance for eligible personal checking accounts; or a \$1,500 overdraft (negative) balance for eligible business checking accounts. Please note that per item overdraft fees count toward your OOPS! Limit. We may in our sole discretion limit the number of accounts eligible for OOPS! to one account per household or per taxpayer identification number. Whether your overdrafts will be paid is discretionary and we reserve the right not to pay. For example, we typically do not pay overdrafts if your account is not in good standing, or you are not making regular deposits, or you have too many overdrafts. An account in good standing exhibits, but is not limited to, the following characteristics:

- a) The account has been open for at least thirty (30) days;
- b) The account is not subject to any legal or administrative order or levy, such as bankruptcy or tax lien;
- c) The account has a positive balance at least once every thirty (30) days
- d) We have a current mailing address for the account.

Ineligible Accounts and Limitations: Available only for eligible checking accounts that are maintained in good standing as defined above. Savings Type Accounts, Money Market Accounts, Commercial Checking and Funds Management Accounts, Public Fund/Charitable Organization Accounts, Political Campaign Accounts, Certain Trust Accounts &/or Fiduciary Accounts and Minor Accounts (not of legal age) are not eligible for this service. We may, in our sole option and discretion, limit the number of your accounts eligible for OOPS! to one account per household and/or one account per taxpayer identification number.

Eligible Account Types: The account types eligible for OOPS! are: Free Checking; Relationship Checking; Connections Club Checking; Power Checking; Basic Business Checking; Non-Profit Checking; and Business Interest Checking.

Optional Overdraft Protection Services: We offer other overdraft protection services in addition to OOPS! that you may enroll in/apply for. ATS (Automatic Transfer Service) will transfer money from another account of yours with us for Overdraft Protection. If you enroll in this service, you may save money on the total fees you pay us for overdraft protection services. A HELOC or Commercial Line of Credit will transfer money from your Home Equity Line of Credit or a Commercial Line of Credit for Overdraft Protection. If you apply and are approved for these optional services, you may save money on the total fees you pay us for overdraft protection services.

Overdrafts should not be used to pay ordinary or routine expenses and you should not rely on overdrafts as a means to cover these expenses. If at any time you feel you need help with your financial obligations, please contact one of our Service Bankers at 1-800-247-4418.

General

If you do not have any overdraft protection service attached to your Checking Account, as a general practice we will not consider authorization/payment of transactions presented against your account if it does not contain sufficient collected funds. Our normal practice will be to deny authorization/payment of any items presented for payment against insufficient funds in your account. The Bank cannot guarantee it will never exercise its discretion to authorize or pay a transaction you have initiated for which you do not have sufficient collected funds. MidWestOne will charge the current fee whether an item is paid or returned.

Overdraft PrivilegeSM and OOPS!TM Occasional Overdraft Privilege Service are registered trademark/service mark. All rights reserved.

NOTICE: *We are updating the Truth in Savings Common Features section for interest bearing checking accounts by adding the following: Your checking account is structured to consist of two sub-accounts—a transaction account and a savings account. Based on your transaction activity, different parts of your account balance may be swept no more than 6 times per month between these sub-accounts to manage MidWestOne Bank's reserve requirements. Your interest calculation will remain the same. The allocation of the balances in your account to these sub-accounts will have no effect on your account or your ability to use your account. There will be no impact on your personal banking, and this process will not affect your available balance, FDIC insurance protection, or your monthly statement.*

NOTICE: *Effective immediately, we are updating the payment order of items section within the Terms and Conditions disclosure of your account to provide a more detailed description of the order items are paid.*

PAYMENT ORDER OF ITEMS - The order in which items are paid is important if there is not enough money in your account to pay all of the items that are presented. The payment order can affect the number of items overdrawn or returned unpaid and the amount of the fees you may have to pay. To assist you in managing your account, we are providing you with the following information regarding how we process those items.

Our policy is to process loan payments made in person or by phone first - according to the dollar amount with the smallest items being processed first on date request is received. We process wire transfer requests and in-person cash withdrawals second - according to the dollar amount with the smallest items being processed first on date request is received. We process non-PIN Check Card transactions third - according to the dollar amount with the smallest items being processed first on date request is received. We process On Us transfers (includes online banking, telebank, telephone or in-person requests) fourth - according to the dollar amount with the smallest items being processed first on date request is received. We process PIN-based Check Card and ATM transactions fifth - according to the dollar amount with the smallest items being processed first on date request is received. We process ACH payments and Bill Pay transactions sixth - according to the dollar amount with the smallest items being processed first on designated settlement date or date received, whichever is later. We process checks seventh - in numerical order on date request is received.

If a check, item or transaction (other than an ATM or everyday debit card transaction) is presented without sufficient funds in your account to pay it, we may, at our discretion, pay the item (creating an overdraft) or return the item for insufficient funds (NSF). The amounts of the overdraft and NSF fees are disclosed elsewhere, as are your rights to opt in to overdraft services for ATM and everyday debit card transactions, if applicable. We encourage you to make careful records and practice good account management. This will help you to avoid creating items without sufficient funds and potentially incurring the resulting fees.

FACTS

WHAT DOES MIDWESTONE BANK DO WITH YOUR PERSONAL INFORMATION?



(Rev December 2011)

Why?

Financial companies choose how they share your personal information. Federal law gives consumers the right to limit some but not all sharing. Federal law also requires us to tell you how we collect, share, and protect your personal information. Please read this notice carefully to understand what we do.

What?

The types of personal information we collect and share depend on the product or service you have with us. This information can include:

- Social Security number and Account balances
- Credit scores and Employment information
- Assets and Wire transfer instructions

How?

All financial companies need to share customers' personal information to run their everyday business. In the section below, we list the reasons financial companies can share their customers' personal information; the reasons MidWestOne Bank chooses to share; and whether you can limit this sharing.

Reasons we can share your personal information	Does MidWestOne Bank share?	Can you limit this sharing?
For our everyday business purposes— such as to process your transactions, maintain your account(s), respond to court orders and legal investigations, or report to credit bureaus	Yes	No
For our marketing purposes— to offer our products and services to you	Yes	No
For joint marketing with other financial companies	Yes	No
For our affiliates' everyday business purposes— information about your transactions and experiences	Yes	No
For our affiliates' everyday business purposes— information about your creditworthiness	No	We don't share
For our affiliates to market to you	Yes	Yes
For nonaffiliates to market to you	No	We don't share

To limit our sharing

- Call us toll free at 800-247-4418 or
- Mail the form below

Please note:

If you are a *new* customer, we can begin sharing your information 30 days from the date we sent this notice. When you are *no longer* our customer, we continue to share your information as described in this notice. However, you can contact us any time to limit our sharing.

Questions?

Call Toll Free 800-247-4418



Mail-in Form

	Mark any/all you want to limit: <input type="checkbox"/> Do not allow your affiliates to use my personal information to market to me.	
Name	<input type="text"/>	Mail to: MidWestOne Bank Attn: Opt Out PO Box 1700 Iowa City, IA 52244-1700
Address	<input type="text"/>	
City, State, Zip	<input type="text"/>	

What we do	
How does MidWestOne Bank protect my personal information?	To protect your personal information from unauthorized access and use, we use security measures that comply with federal law. These measures include computer safeguards and secured files and buildings.
How does MidWestOne Bank collect my personal information?	We collect your personal information, for example, when you <ul style="list-style-type: none"> ■ Open an account or make deposits or withdrawals from your account ■ Apply for a loan or direct us to buy securities ■ Enter into an investment advisory contract ■ We also collect your personal information from others, such as credit bureaus or other companies
Why can't I limit all sharing?	Federal law gives you the right to limit only <ul style="list-style-type: none"> ■ sharing for affiliates' everyday business purposes—information about your creditworthiness ■ affiliates from using your information to market to you ■ sharing for nonaffiliates to market to you
What happens when I limit sharing for an account I hold jointly with someone else?	Your choices will apply to everyone on your account.
Definitions	
Affiliates	Companies related by common ownership or control. They can be financial and nonfinancial companies. <ul style="list-style-type: none"> ■ <i>Our affiliate, a nonfinancial company, is MidWestOne Insurance Services Inc., DBA Cook & Son Agency and DBA Butler-Brown Insurance.</i>
Nonaffiliates	Companies not related by common ownership or control. They can be financial and nonfinancial companies. <ul style="list-style-type: none"> ■ <i>Non-affiliates we share with can include insurance companies, direct marketing companies, and credit reporting agencies.</i>
Joint marketing	A formal agreement between nonaffiliated financial companies that together market financial products or services to you. <ul style="list-style-type: none"> ■ <i>Our joint marketing partners include brokerage firms and credit card companies.</i>