

ECONOMY

Unemployment Rate (Not Seasonally Adjusted)

March 2011 - Preliminary:

- United States: 9.2%
- Louisiana: 8.0%
- St. Tammany Parish: 6.5%
- Tangipahoa Parish: 9.5%

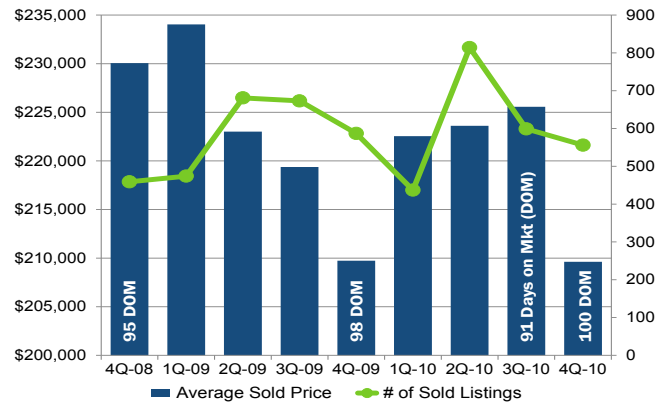
2010 Business Investment: New Orleans* ranked 10th Major Metro with 71 qualifying projects; Hammond tied for 9th Micropolitan with 7 Site Selection's 2010 Governor's Cup, March 2011

Projected 5-Year Avg. Household Income Growth (2010 - 2015):

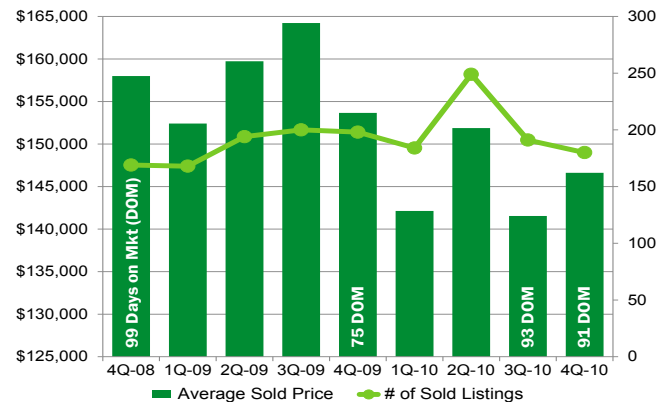
- United States: 9.0%
- Louisiana: 10.8%
- St. Tammany Parish: 9.3%
- Tangipahoa Parish: 10.1%

RESIDENTIAL REAL ESTATE MARKET

St. Tammany Parish Sold Statistics:



Tangipahoa Parish Sold Statistics:



Foreclosure Rate (1st Quarter 2011): Louisiana has the 22nd lowest rate in the nation with 1 in every 372 households receiving a foreclosure filing during the month. National rate was 1 in 191.

The New Orleans Northshore includes St. Tammany and Tangipahoa Parishes along the Interstate 12 corridor, north of Lake Pontchartrain. This area has become a vital, leading area in terms of business, workforce, and quality of life.

Businesses on the Northshore are thriving and New Orleans metro* is expected to have a positive job market in the 2nd Quarter 2011, according to *Manpower's Employment Outlook Survey*. The Northshore is home to major corporate headquarters, including Chevron in Covington. The relocation of Globalstar Inc.'s corporate headquarters to Covington from Silicon Valley will result in 150 new high-paying jobs by the end of 2011 and 200 more by 2013. Bradken Inc. is expanding its steel foundry in Amite, retaining 179 jobs and creating 171 new direct jobs. There are also several major retail developments such as Hammond Square, Nord du Lac and River Chase, that are creating jobs and contributing to the area's impressive retail sales.

The Northshore offers an exceptional quality of life, resulting in a 22% increase in population over the last 10 years. According to 2011 estimates, the area's population is projected to increase over 6% in the next 5 years. Both parishes have an ample supply of affordable housing, reputable schools, and an array of opportunities for fun and entertainment.

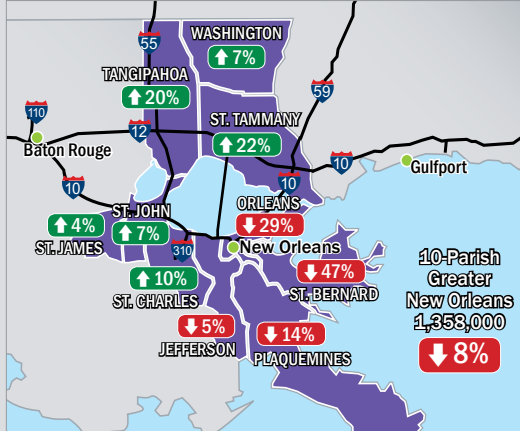
With its prime location and combined 2011 population estimate of almost 380,000, the Northshore is a significant location for business and opportunity, making it an optimal place to live and work.

*New Orleans MSA includes Orleans, Jefferson, St. Tammany, Plaquemines, St. Bernard, St. Charles, and St. John Parishes. Greater New Orleans includes Tangipahoa, Washington & St. James Parishes as well.

Sources: Louisiana Economic Development, Claritas, Louisiana Department of Labor, Gulf South Real Estate Information Network, RealtyTrac



Parish Population Shifts: Census 2010 vs 2000



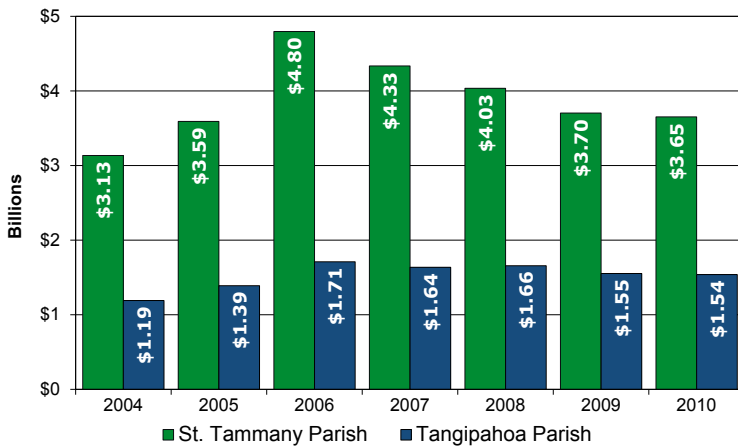
PARISH DEMOGRAPHICS

	St. Tammany	Tangipahoa
Population		
2016 Projection	250,587	128,700
2011 Estimate	235,330	121,068
2010 Census	233,740	121,097
Growth 2011-2016	6.5%	6.3%
Growth 2000-2010 Census	22.2%	20.4%
Income		
2011 Average Household	\$76,321	\$48,220
2011 Households above \$75K	36.9%	19.1%

Source: Claritas, US Census Bureau

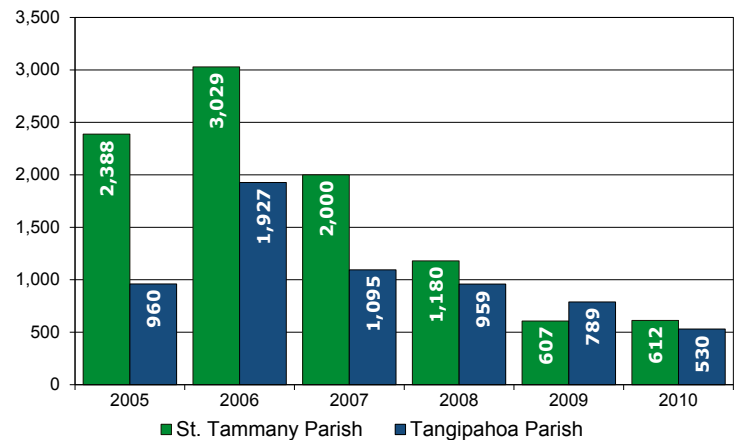
RETAIL SALES

Estimated from sales tax collections throughout the parish



RESIDENTIAL BUILDING PERMITS

New Residential Construction Permits issued throughout parish



Source: Southeastern Louisiana University Business Research Center

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