



**PARK**  
**NATIONAL**  
**C O R P O R A T I O N**

**KBW Community Banking Investor Conference**

**July 27, 2010**

# Forward-looking Statements

- This presentation contains forward-looking statements that are provided to assist in the understanding of anticipated future financial performance. Forward-looking statements provide current expectations or forecasts of future events and are not guarantees of future performance. The forward-looking statements are based on management's expectations and are subject to a number of risks and uncertainties. We have tried, wherever possible, to identify such statements by using words such as "anticipate," "estimate," "project," "intend," "plan," "believe," "will" and similar expressions in connection with any discussion of future operating or financial performance. Although management believes that the expectations reflected in such forward-looking statements are reasonable, actual results may differ materially from those expressed or implied in such statements. Risks and uncertainties that could cause actual results to differ materially include, without limitation: deterioration in the asset value of Park's loan portfolio may be worse than expected due to a number of factors, such as adverse changes in economic conditions that impair the ability of borrowers to repay their loans, the underlying value of the collateral could prove less valuable than assumed and cash flows may be worse than expected; Park's ability to execute its business plan successfully and within the expected timeframe; general economic and financial market conditions, and weakening in the economy, specifically, the real estate market and credit market, either nationally or in the states in which Park and its subsidiaries do business, may be worse than expected which could decrease the demand for loan, deposit and other financial services and increase loan delinquencies and defaults; the effects of the Gulf of Mexico oil spill; changes in market rates and prices may adversely impact the value of securities, loans, deposits and other financial instruments and the interest rate sensitivity of our consolidated balance sheet; changes in consumer spending, borrowing and saving habits; our liquidity requirements could be adversely affected by changes in our assets and liabilities; competitive factors among financial institutions increase significantly, including product and pricing pressures and our ability to attract, develop and retain qualified bank professionals; the nature, timing and effect of changes in banking regulations or other regulatory or legislative requirements affecting the respective businesses of Park and its subsidiaries, including changes in laws and regulations concerning taxes, accounting, banking, securities and other aspects of the financial services industry, specifically the Dodd-Frank Wall Street Reform and Consumer Protection Act of 2010; the effect of fiscal and governmental policies of the United States federal government; demand for loans in the respective market areas served by Park and its subsidiaries, and other risk factors relating to the banking industry as detailed from time to time in Park's reports filed with the Securities and Exchange Commission including those described in "Item 1A. Risk Factors" of Part I of Park's Annual Report on Form 10-K for the fiscal year ended December 31, 2009 and in "Item 1A. Risk Factors" of Part II of Park's Quarterly Report on Form 10-Q for the quarterly period ended March 31, 2010. Undue reliance should not be placed on the forward-looking statements, which speak only as of the date of this presentation. Park does not undertake, and specifically disclaims any obligation, to publicly release the result of any revisions that may be made to update any forward-looking statement to reflect the events or circumstances after the date on which the forward-looking statement is made, or reflect the occurrence of unanticipated events, except to the extent required by law.
- Annualized, pro forma, projected and estimated amounts are presented for illustrative purposes and may not reflect actual results.

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# I. PRK Overview

## Company Profile

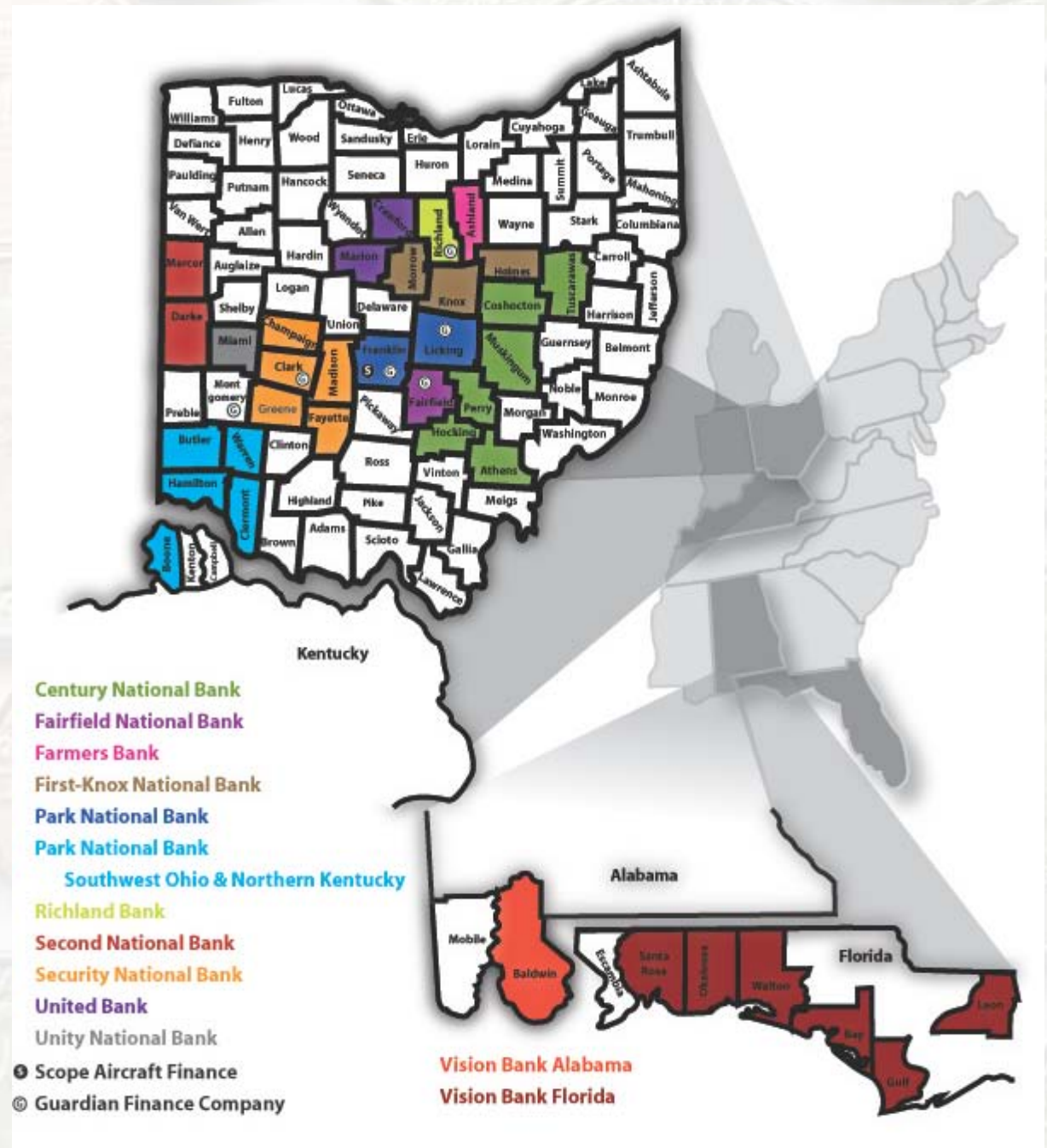
- Park National Corporation (Park) is a \$7.1 billion bank holding company headquartered in Newark, Ohio.
  - Park has two bank subsidiaries and 149 full-service offices:
    - The Park National Bank (11 bank divisions in Ohio and Kentucky)
    - Vision Bank (2 bank divisions in Florida and Alabama)
- Established in 1908, The Park National Bank (“PNB”) is a leading community bank in Ohio.
  - Our unique banking style combines local, personalized service and attention with the resources, security and expertise of a major bank
  - Dominant market share in the majority of the communities we serve
  - Leadership team has on average 26 years of industry experience
  - Operating in 28 Ohio counties & 1 Kentucky county
- Vision Bank (acquired by Park in March 2007) operates two community bank divisions headquartered in Gulf Shores, Alabama and Panama City, Florida.
  - 18 commercial banking offices stretching along the Gulf Coast from Mobile Bay, Alabama to east of Panama City, Florida

# Our Mission

- **Maximize long-term return to our shareholders by:**
  - Acting at all times with integrity and concern for the well-being of our customers, our community and our associates;
  - Providing financial products and services of such high value that our customers view us as unique;
  - Operating our banks so as to assure financial strength and soundness, in order to protect our depositors and shareholders.
- **Our primary focus is to provide customers with competitive products, sound financial advice and extraordinary service:**
  - Deep commitment to the communities we serve
  - Dedicated to serving our customers personally, rapidly, honestly and professionally
  - Long-term financial success through best quality service to our customers
  - Treat one another well within the bank; invest in improvement; and operate the bank soundly so as to safeguard the interests of our depositors and investors

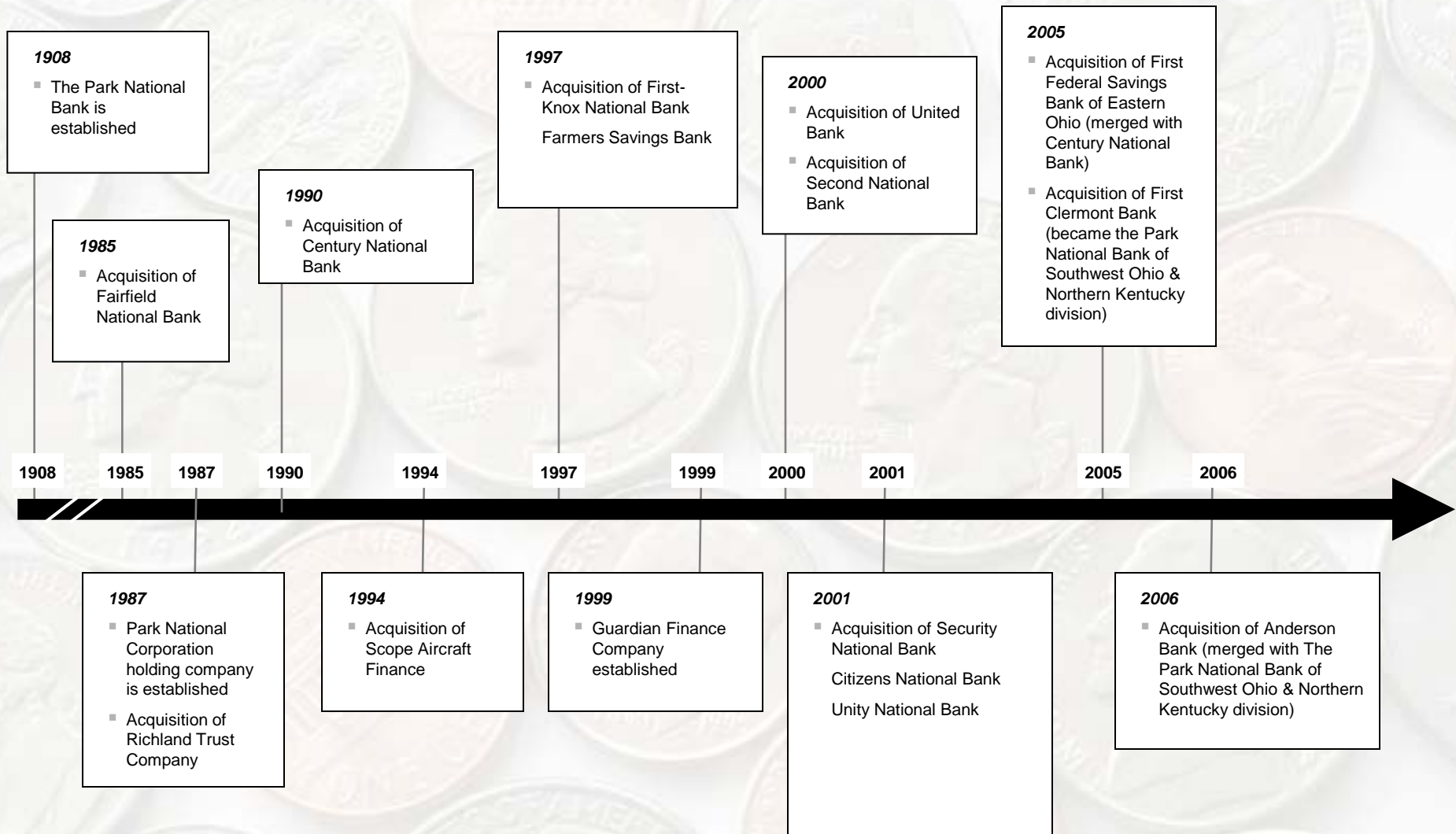
# Company Overview – June 30, 2010

- **Headquarters: Newark, OH**
  - Assets: \$7.1 billion
  - Loans: \$4.7 billion
  - Deposits: \$5.2 billion
  - TC Equity: \$573 million
  - TARP: \$100 million
  - Market Cap: \$989 million \*
- \* As of June 30, 2010
  
- **149 branches between two bank subsidiaries across 4 states**
  - Park National Bank
    - 11 bank divisions in Ohio and Kentucky
  - Vision Bank
    - 2 bank divisions Florida and Alabama
  
- **Business lines**
  - Full service consumer and commercial banking
  - Trust / wealth management
  - Title company
  - Specialty lines
    - Aircraft finance
    - Consumer finance
    - Structured warehouse finance



Source: SNL Financial; Company Filings  
Financials as of 6/30/2010

# A Successful History of Disciplined Strategic Growth in Ohio (11 acquisitions; 2 De Novos)



# II. Leadership Team

## Park Executive Management

- **C. Daniel DeLawder – Chairman and Chief Executive Officer – Age: 60** - Chairman, Chief Executive Officer (1999) and Board Member of The Park National Bank and Park National Corporation (Corporation or Park) headquartered in Newark, Ohio. He served previously as President of The Park National Bank and Park. He served as President of the Fairfield National Bank, a division of The Park National Bank, from 1985 through 1991. He also currently serves on the Boards of MedBen, Truck One, Inc. and Fleet Service, Inc.  
Mr. DeLawder received his B.S.Ed., cum laude from Ohio University in Athens and joined Park immediately following graduation. He is a graduate of numerous bank industry educational programs. Mr. DeLawder is a member of the Board of Directors of the Federal Reserve Bank of Cleveland. He is the past chairman of the Board of Trustees of Ohio University. He served as a member of the American Bankers Association (ABA) BankPac Committee as well as a member of the Government Relations Council of the ABA. He is past Chairman of the Ohio Bankers Association and a past Director-at-Large of the Community Bankers Association of Ohio.
- **David L. Trautman – President – Age: 49** - President and Board Member of The Park National Bank and Park National Corporation (2004) headquartered in Newark, Ohio. He also serves as Secretary of the Corporation. He served as President of First-Knox National Bank, a division of The Park National Bank, from May 1997 through January 2002, and as its Chairman from 2001 to 2006. In addition, he served on the Board of the United Bank of Bucyrus, a division of The Park National bank, from 2000 to 2006.  
Mr. Trautman received his BA from Duke University and joined Park immediately following graduation. He holds an MBA, with honors, from The Ohio State University. He is a graduate of The Stonier Graduate School of Banking at The University of Delaware and the Ohio Bankers Association Leadership Institute.  
Mr. Trautman is past Chairman of the Ohio Bankers League, Kenyon College Board member, member of Newark Rotary Club, past campaign chair for United Way of Licking County, and serves as a Trustee of the Licking County Foundation.



# Park Executive Management (continued)

- **John W. Kozak – Chief Financial Officer – Age: 55** - Chief Financial Officer of Park (1998); Senior Vice President since January 1999, a Member of the Board of Directors since December 2006, and Vice President from 1991 to 1998, of The Park National Bank; Chief Financial Officer from 1980 to 1991, and a Member of the Board of Directors from 1988 to May 2006 of Century National Bank, a division of Park.  
Mr. Kozak received his B.S. Degree in Accounting summa cum laude from The Ohio State University in 1977. He also received the Pacesetter Award from the College of Business.
- **Brady T. Burt – Chief Accounting Officer – Age: 38** - Chief Accounting Officer of Park since April 2007.  
Prior to joining Park, Mr. Burt served Vail Banks, Inc. in various capacities, including EVP-Chief Financial Officer from June 2005 to November 2006, SVP-Director of Internal Audit from September 2003 to June 2005, and VP-Assistant Audit Director from April 2002 to September 2003. Mr. Burt was also employed by Bank One from August 2001 to March 2002 and Coopers & Lybrand from September 1994 to August 2001, working in various accounting roles.  
Mr. Burt received his B.S. Degree in Accounting from Miami University in 1994. He currently serves on the Finance Committee of the Licking County United Way and is a member of the Granville Rotary Club.

# Experienced Leadership Team

- Senior leadership consists of executives with proven local market experience
- Leadership team averages 26 years of banking experience
- Average management tenure at Park National is approximately 23 years

Name	Position	Age	Years with PRK	Years In Industry
C. Daniel DeLawder	Chairman & CEO	60	39	39
David L. Trautman	President	49	27	27
John W. Kozak	Chief Financial Officer	55	30	30

# Leadership Team – continued \*

Name	Position	Age	Years with PRK	Years In Industry
Brady T. Burt	VP – Chief Accounting Officer	38	3	9
Thomas J. Button	SVP – Chief Credit Officer	50	13	24
Thomas M. Cummiskey	SVP – Trust	40	10	12
Lynn B. Fawcett	SVP – Operations	51	20	20
William C. Fralick	President – Security National Bank	55	34	34
Robert N. Kent	President – Scope Aircraft Finance	52	7	27
Timothy J. Lehman	SVP – Information Systems	45	15	15
Laura B. Lewis	SVP – Human Resources & Marketing	50	26	26
Thomas M. Lyall	President – Century National Bank	64	39	39
Cheryl L. Snyder	SVP – Retail Lending	53	31	33
Jeffrey A. Wilson	SVP – Director of Internal Audit	43	6	13
William R. Wilson	SVP – Commercial Lending	61	40	40
Gordon E. Yance	President – First Knox National Bank	62	32	32

# Park National Bank – The bank of choice

## Headquarter Counties of Operation – Deposits (in thousands)

Bank Division Name	Year joined Park	Our bank	Total county	Park % of market share	Rank in market
Park National	1908	\$ 1,199,404	\$ 2,124,888	56.4%	1
Fairfield National	1985	336,748	1,673,954	20.1%	1
Richland Bank	1987	444,249	1,630,709	27.2%	1
Century National	1990	360,963	1,139,188	31.7%	1
First-Knox National	1997	342,672	655,422	52.3%	1
Second National	2000	212,595	923,621	23.0%	2
Security National	2001	359,814	1,498,645	24.0%	1
Seven largest OH divisions		\$ 3,256,445	\$ 9,646,427	33.8%	
Other OH divisions – headquarter counties		316,187	2,472,503	12.8%	
Total OH divisions – headquarter counties		\$ 3,572,632	\$ 12,118,930	29.5%	
Remaining Ohio bank deposits		\$ 847,000			
Total Ohio bank deposits		\$ 4,419,632			

# Customer Proposition Leads to Core Profitability

*Unique local branding strategy makes PRK the regional bank of choice*

- Dominant market share
- Favorable pricing

- Sector leading margin

- **Historic unparalleled profitability continues**

Yield on Earning Assets %	
PRK	Peers
5.45	5.01

+ 44 bps

Cost of Funds %	
PRK	Peers
1.49	1.54

- 5 bps

Net Interest Margin %	
PRK	Peers
4.22	3.67

+ 55 bps

Core ROAA %	
PRK	Peers
1.11	0.19

+ 92 bps

Core ROAE %	
PRK	Peers
11.43	(1.28)

+ 1,271 bps

Efficiency Ratio %	
PRK	Peers
56.63	67.07

- 1,044 bps

# Park Earnings History

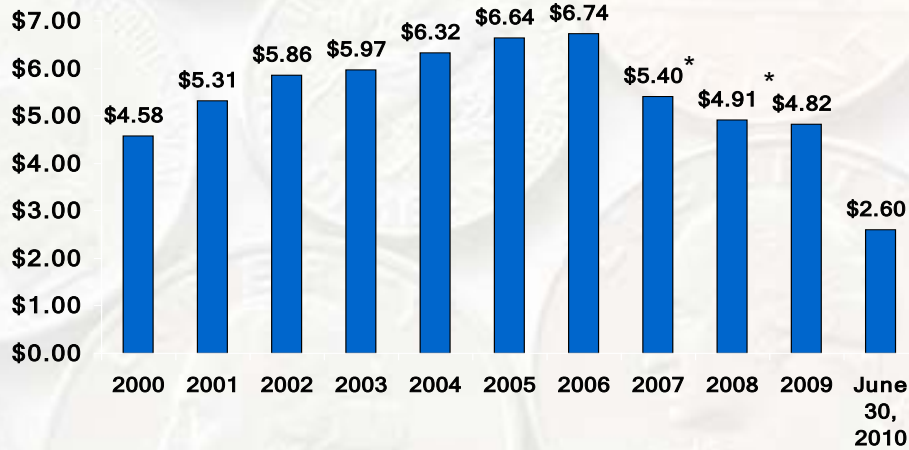
	<u>Diluted EPS</u>	<u>Dividends Per Share</u>	<u>Stock Price</u>	<u>Common Book Value Per Share</u>	<u>Common Tangible Book Value Per Share</u>	<u>Price to Book %</u>	<u>Price to Tangible Book %</u>	<u>Price to Earnings</u>
<b>YTD Q2 2010</b>	\$ 2.60	\$ 1.88	\$ 65.04	\$ 42.94	\$ 37.68	151%	173%	12.40 **
<b>YTD Q1 2010</b>	1.30	0.94	62.31	41.94	36.51	149%	171%	11.82 **
<b>2009</b>	4.82	3.76	58.88	41.71	36.22	141%	163%	12.22
<b>2008</b>	4.91 *	3.77	71.75	39.15	33.02	183%	217%	14.61
<b>2007</b>	5.40 *	3.73	64.50	41.54	31.18	155%	207%	11.94
<b>2006</b>	6.74	3.69	99.00	40.98	35.37	242%	280%	14.69
<b>2005</b>	6.64	3.62	102.64	39.63	34.72	259%	296%	15.46
<b>2004</b>	6.32	3.41	135.50	39.28	36.43	345%	372%	21.44
<b>2003</b>	5.97	3.21	113.15	37.57	36.67	301%	309%	18.95
<b>2002</b>	5.86	2.96	98.80	35.17	34.06	281%	290%	16.86
<b>2001</b>	5.31	2.75	92.75	32.00	30.54	290%	304%	17.47
<b>2000</b>	4.58	2.53	89.69	29.85	28.46	301%	315%	19.58

\* Adjusted for goodwill impairment charge of \$55 million in 2008 and \$54 million in 2007. Including the goodwill impairment charges, Park's diluted EPS for 2008 and 2007 was \$0.97 and \$1.60, respectively.

\*\* Annualized earnings through June 30, 2010 and March 31, 2010 have been utilized in these calculations.

# Park Earnings History

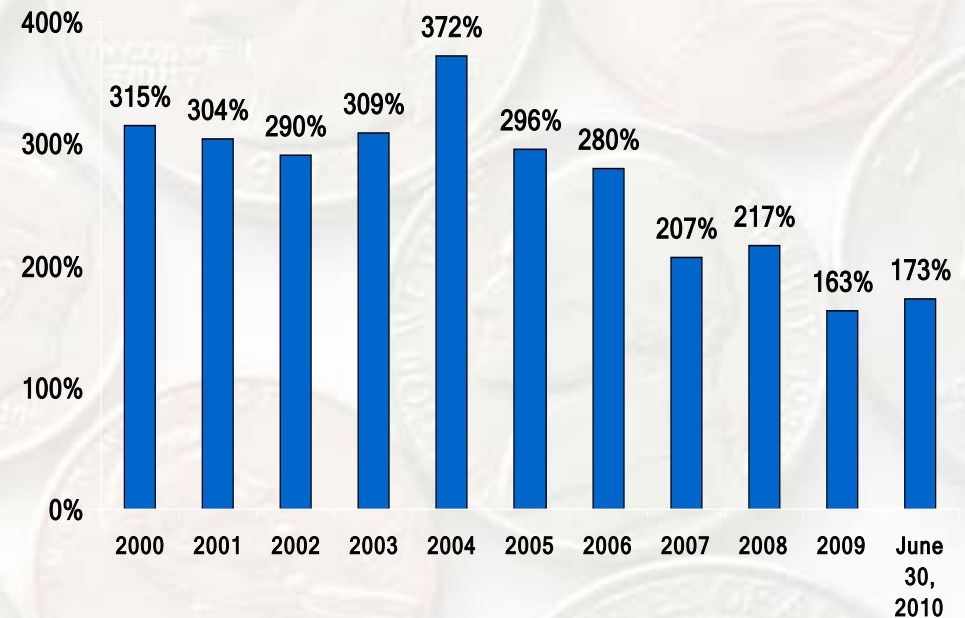
## Diluted EPS



■ Park National Corporation

\* Adjusted for goodwill impairment charge of \$55 million in 2008 and \$54 million in 2007. Including the goodwill impairment charges, Park's diluted EPS for 2008 and 2007 was \$0.97 and \$1.60, respectively.

## Price to Tangible Book %



■ Park National Corporation

# III. Selected Financial Data

## Results Count - ROA and ROE History

	Park ROA	Park ROA, excluding Vision	Peer median ROA	Park ROE *	Park ROE, excluding Vision **	Peer median ROE
YTD Q2 2010 annualized	1.12%	1.74%	Not Available	12.35%	20.21%	Not Available
YTD Q1 2010 annualized	1.11%	1.75%	0.19%	12.43%	20.69%	-1.28%
2009	0.97%	1.61%	-0.18%	11.81%	20.80%	-2.42%
2008	1.02% ***	1.63%	-0.03%	12.12% ***	21.57%	-1.83%
2007	1.24% ***	1.52%	0.87%	12.40% ***	17.88%	9.45%
2006	1.75%	1.75%	1.11%	17.26%	17.26%	12.23%
2005	1.71%	1.71%	1.14%	17.03%	17.03%	12.96%
2004	1.81%	1.81%	1.15%	17.00%	17.00%	13.15%
2003	1.81%	1.81%	1.15%	16.69%	16.69%	13.53%
2002	1.93%	1.93%	1.21%	17.56%	17.56%	14.46%
2001	1.84%	1.84%	1.15%	17.33%	17.33%	13.39%
2000	1.65%	1.65%	1.15%	16.55%	16.55%	14.97%

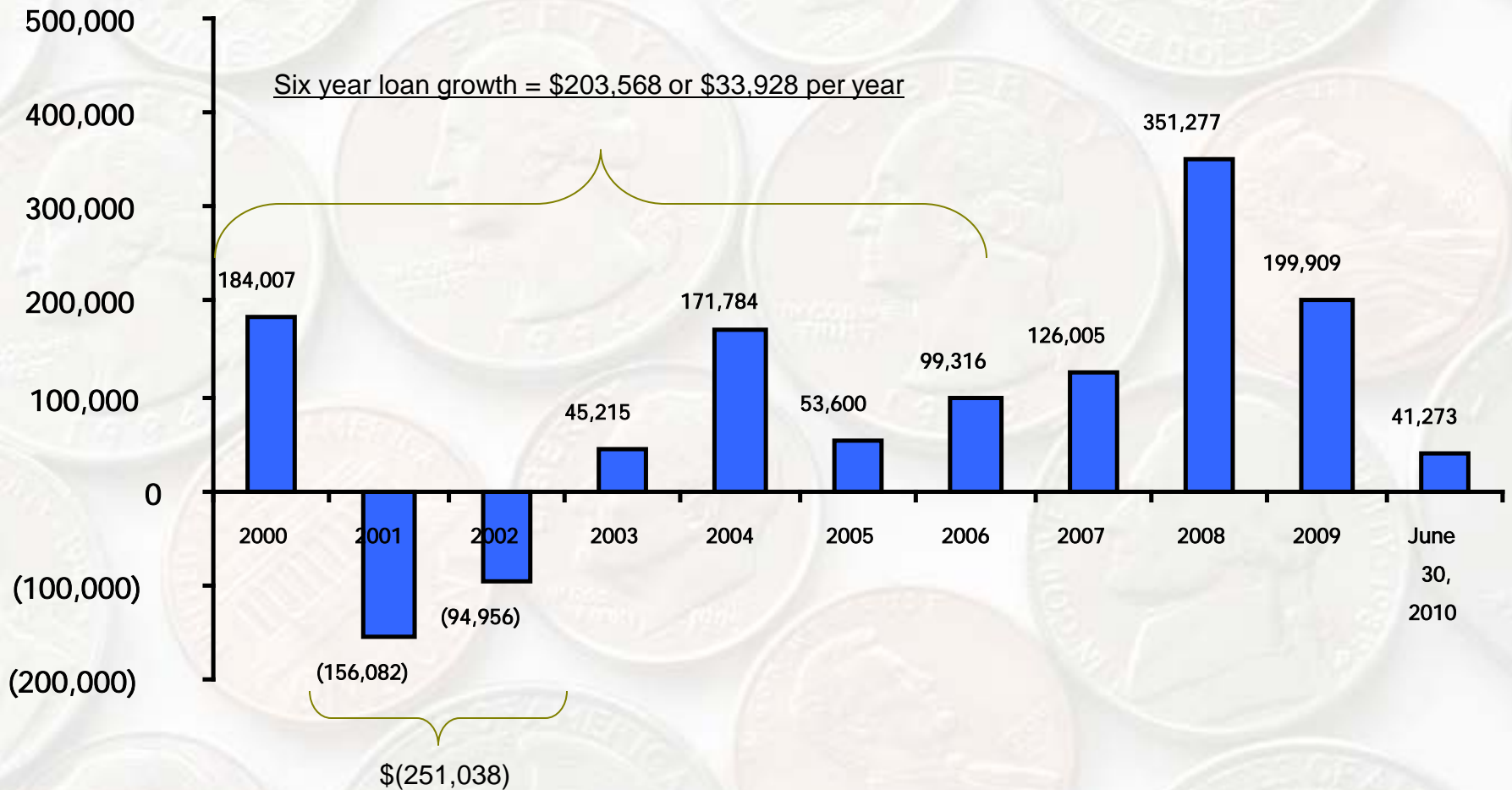
\* Calculated using average common equity for Park National Corporation.

\*\* Calculated using average common equity for Park National Corporation, excluding Vision Bank.

\*\*\* Adjusted for goodwill impairment charges of \$55 million in 2008 and \$54 million in 2007. Including the goodwill impairment charges, Park's ROA for 2008 and 2007 was 0.20% and 0.37%, respectively, and Park's ROE for 2008 and 2007 was 2.40% and 3.67%, respectively.



# Increase / (decrease) in loans (in thousands)

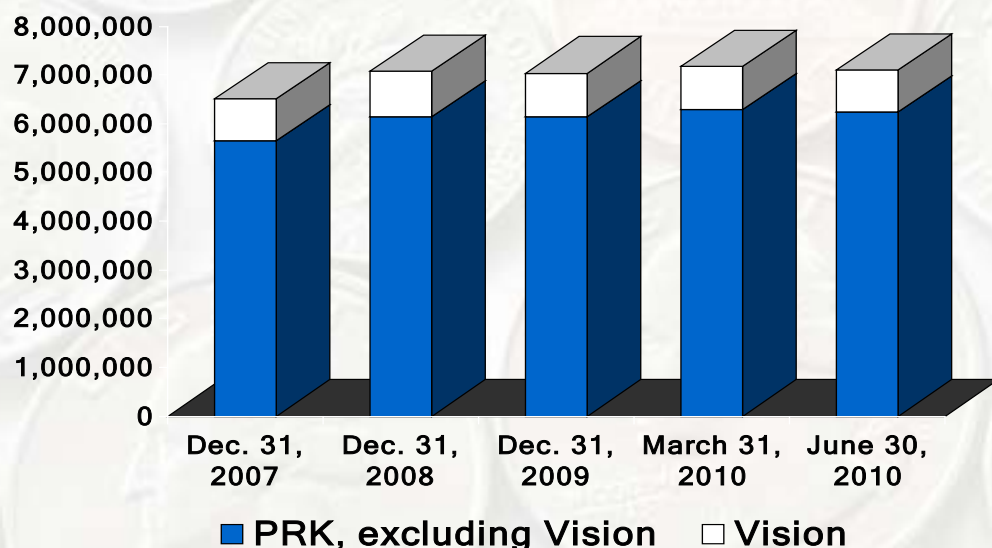


# Vision Bancshares, Inc. Acquisition

- On March 9, 2007, Park acquired all the stock and outstanding stock options of Vision Bancshares, Inc. for \$87.8 million in cash and 792,937 shares of Park common stock valued at \$83.3 million or \$105.00 per share.
- Goodwill of \$109.0 million was recognized upon acquisition. As a result of credit problems, a goodwill impairment charge of \$54.0 million was recorded in the fourth quarter 2007. The remaining goodwill associated with the Vision acquisition, \$55.0 million, was charged off in the third quarter of 2008.
- As of June 30, 2010, Park National Corporation has contributed \$129.7 million in additional capital to Vision.

# Asset and Loan Portfolio Comparison

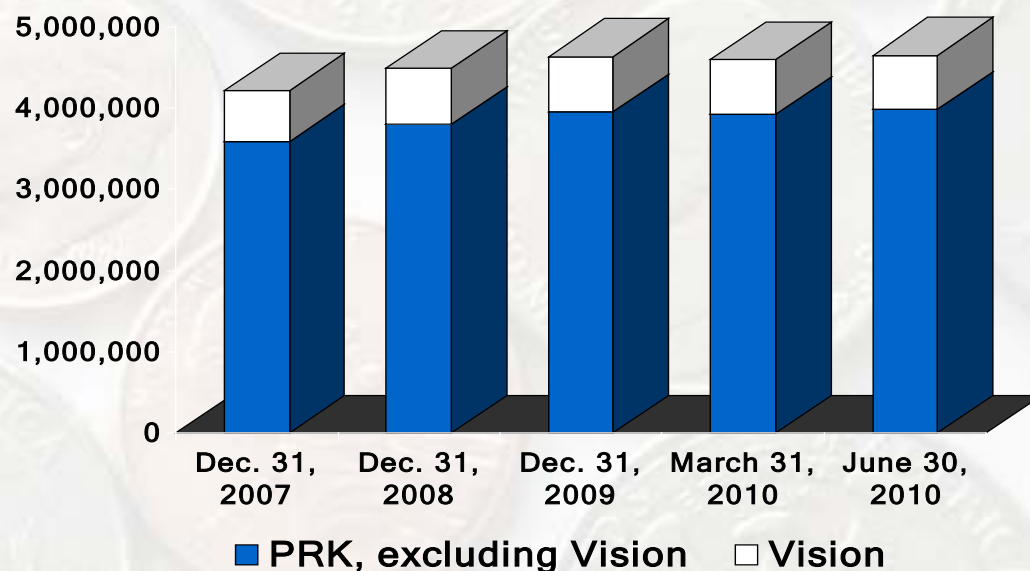
## Total assets



At June 30, 2010, Vision Bank assets represented approximately 12.2% of the total assets of Park National Corporation (\$863 million of \$7.09 billion).

## Total loans

At June 30, 2010, Vision Bank loans represented approximately 14.4% of the total loans of Park National Corporation (\$672 million of \$4.66 billion).



# Park National Corporation – Income Statement

<u>(in thousands)</u>	<u>Six months ended June 30, 2010</u>	<u>Dec. 31, 2009</u>	<u>Dec. 31, 2008</u>	<u>Dec. 31, 2007</u>
<b>Net interest income</b>	\$ 136,101	\$ 273,491	\$ 255,873	\$ 234,677
<b>Provision for loan losses</b>	29,800	68,821	70,487	29,476
<b>Net interest income after provision</b>	106,301	204,670	185,386	205,201
<b>Non interest income</b>	33,357	73,850	83,719	71,640
<b>Gain on sale of securities</b>	11,819	7,340	1,115	-
<b>Non interest expense</b>	94,891	188,725	179,515	170,129
<b>Net income before impairment</b>	41,945	74,192	68,688	76,742
<b>Goodwill impairment charge</b>	-	-	54,986	54,035
<b>Net income</b>	41,945	74,192	13,708	22,707

# Vision Bank – Income Statement

<u>(in thousands)</u>	<u>Six months ended June 30, 2010</u>	<u>Dec. 31, 2009</u>	<u>Dec. 31, 2008</u>	<u>Dec. 31, 2007</u>
<b>Net interest income</b>	\$ 13,805	\$ 25,634	\$ 27,065	\$ 23,754
<b>Provision for loan losses</b>	20,200	44,430	46,963	19,425
<b>Net interest income after provision</b>	(6,395)	(18,796)	(19,898)	4,329
<b>Non interest income</b>	(605)	(2,047)	3,014	3,464
<b>Gain on sale of securities</b>	-	-	-	-
<b>Non interest expense</b>	16,091	28,091	27,149	18,545
<b>Net (loss) before impairment</b>	(14,212)	(30,110)	(26,201)	(6,646)
<b>Goodwill impairment charge</b>	-	-	54,986	54,035
<b>Net (loss)</b>	(14,212)	(30,110)	(81,187)	(60,681)

## Park National Corporation, excluding Vision – Income Statement

- Prior to our acquisition of Vision Bank in 2007, Park had a history of being a top performing bank holding company.

<u>(in thousands)</u>	<u>Six months ended June 30, 2010</u>	<u>Dec. 31, 2009</u>	<u>Dec. 31, 2008</u>	<u>Dec. 31, 2007</u>
<b>Net interest income</b>	\$ 122,296	\$ 247,857	\$ 228,808	\$ 210,921
<b>Provision for loan losses</b>	9,600	24,391	23,524	10,051
<b>Net interest income after provision</b>	112,696	223,466	205,284	200,870
<b>Non interest income</b>	33,962	75,897	80,705	68,175
<b>Gain on sale of securities</b>	11,819	7,340	1,115	
<b>Non interest expense</b>	78,800	160,634	152,366	151,584
<b>Net income</b>	56,157	104,302	94,895	83,388

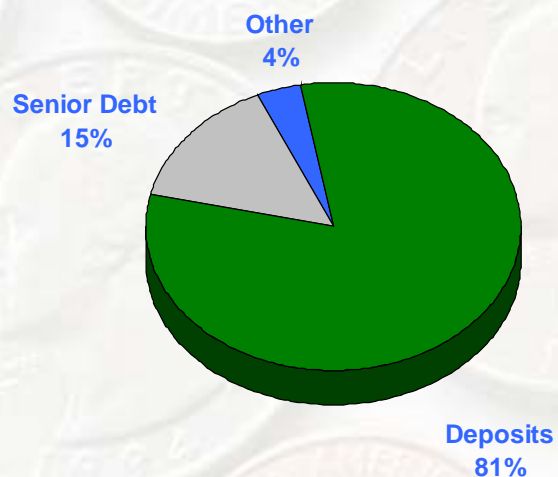
# Park National Corporation - Balance Sheet

(in millions)	June 30, 2010	Dec. 31, 2009	Dec. 31, 2008	Dec. 31, 2007
<b>Investment securities</b>	\$ 1,846	\$ 1,864	\$ 2,059	\$ 1,703
<b>Loans</b>	4,656	4,640	4,491	4,224
<b>Allowance for loan losses</b>	(121)	(117)	(100)	(87)
<b>Other assets</b>	712	653	620	661
<b>Total assets</b>	<u>\$ 7,093</u>	<u>\$ 7,040</u>	<u>\$ 7,070</u>	<u>\$ 6,501</u>
<b>Non-interest bearing deposits</b>	\$ 885	\$ 897	\$ 782	\$ 695
<b>Interest bearing deposits</b>	4,284	4,291	3,979	3,744
<b>Total deposits</b>	5,169	5,188	4,761	4,439
<b>Other borrowings</b>	1,009	1,054	1,555	1,390
<b>Other liabilities</b>	165	81	112	92
<b>Stockholders' equity</b>	750	717	642	580
<b>Total liabilities &amp; stockholders' equity</b>	<u>\$ 7,093</u>	<u>\$ 7,040</u>	<u>\$ 7,070</u>	<u>\$ 6,501</u>

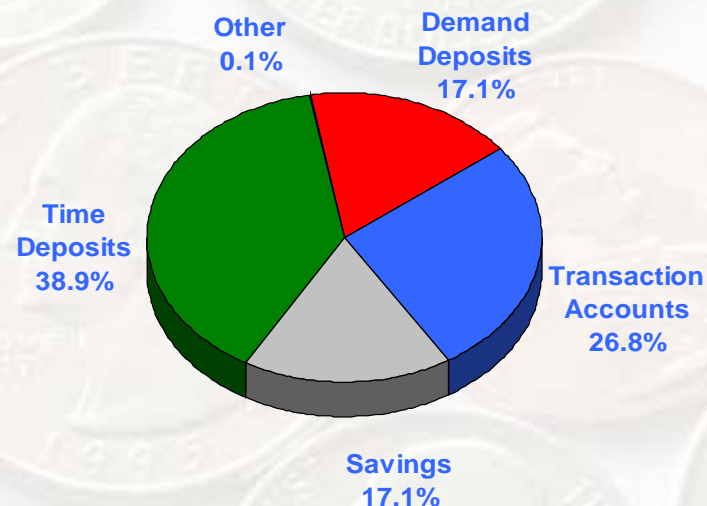
# Funding Composition

- 80% core deposits contributes to a cost of deposits well below peer levels

## Funding Mix (as of 6/30/10)

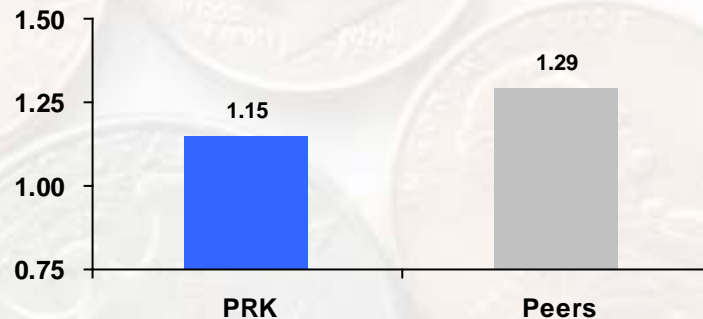


## Deposit Composition (as of 6/30/10)



Total deposit portfolio (\$M): \$5,169

## Cost of Deposits % (as of 3/31/10)



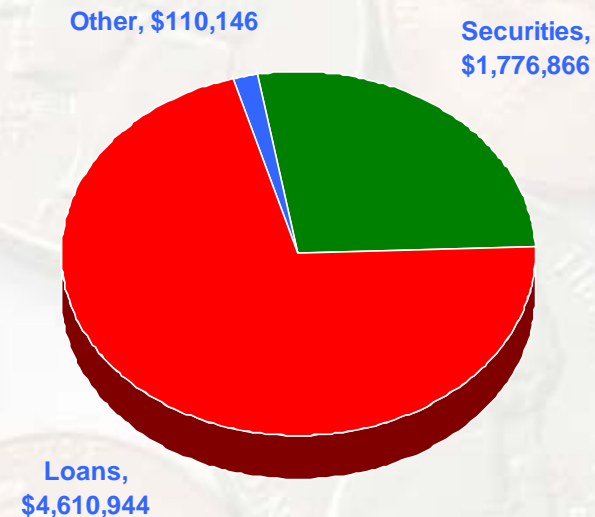
- Two-way CDARS at 6/30/10 (\$M): \$425



# Earning Assets Composition

- Commercial lending focus on small, closely held businesses within our market
- Consumer mortgage and home equity portfolios are originated by Park within our footprint and have been consistently underwritten for decades
- Steady growth across all loan categories
  - No unfavorable mix shift since downturn
- Limited exposure to high risk asset classes
  - Subprime (\$78.4 million exposure) – Guardian Finance Company (\$40.6mm) and Structured Warehouse Finance (\$37.8mm)
  - Alt-A loans / Option Arms (\$0 exposure)
  - Nationally syndicated loans (\$0 exposure)
  - GSE Preferred, CDO / TRuP (\$0 exposure)

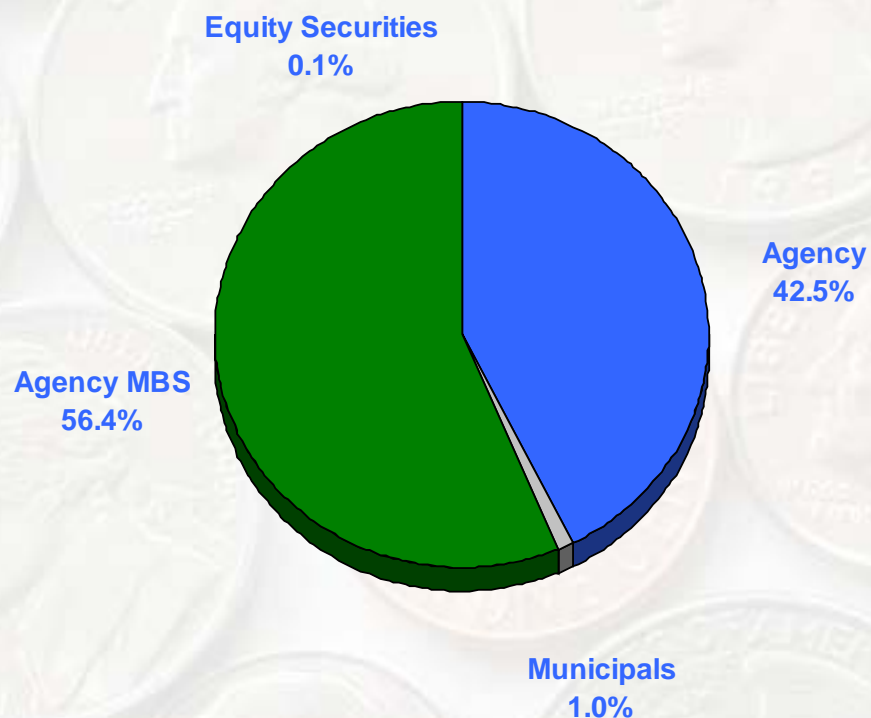
## Average Earning Assets by Type YTD through June 30, 2010



# Investment Portfolio

- As of June 30, 2010 our investment portfolio totaled approximately \$1.8 billion
  - \$1.31 billion available-for-sale
  - \$0.47 billion held-to-maturity

## Investment Portfolio Composition



## Conservative Portfolio

- Net unrealized gain position of \$71.0 million as of June 30, 2010
- No Private Label MBS
- No Single-Issuer or Pooled Trust Preferreds

## Park National Corporation – Loans by Type

<u>(in thousands)</u>	<u>June 30, 2010</u>	<u>Dec. 31, 2009</u>	<u>Dec. 31, 2008</u>
Commercial and industrial	\$766,538	\$ 751,277	\$ 714,296
Real estate construction			
Commercial land & development	370,755	406,753	418,421
1-4 family construction	88,860	88,765	115,367
Total real estate construction	459,615	495,518	533,788
Residential real estate	1,551,652	1,555,390	1,560,198
Commercial real estate			
Owner-occupied	596,424	573,775	524,566
Non owner-occupied	501,853	468,150	425,044
Total commercial real estate	1,098,277	1,041,925	949,610
Farmland	88,533	88,747	86,115
Consumer	688,382	707,575	647,330
<b>Total Loans</b>	<b>\$ 4,652,997</b>	<b>\$ 4,640,432</b>	<b>\$ 4,491,337</b>

## Vision – Loans by Type

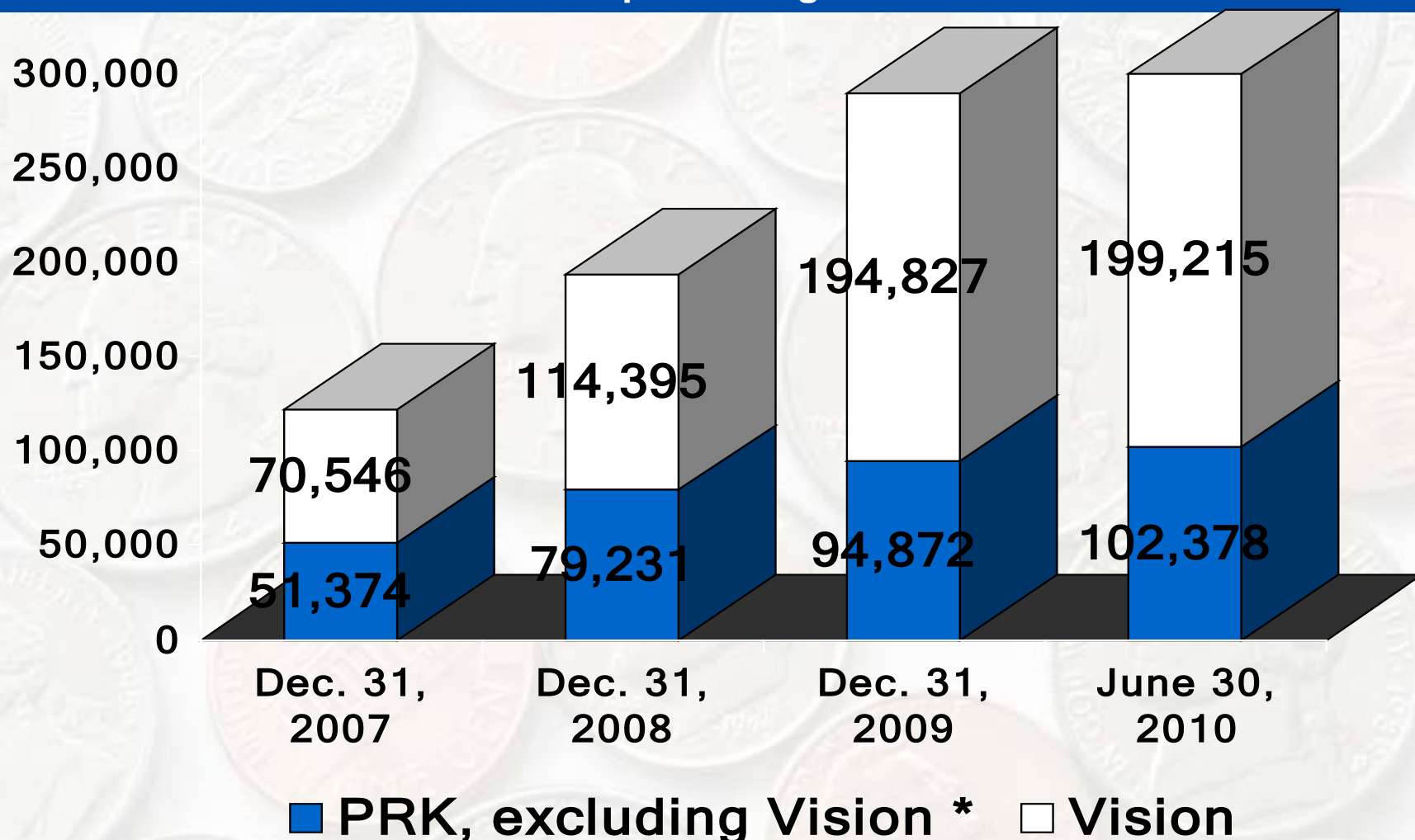
<u>(in thousands)</u>	<u>June 30, 2010</u>	<u>Dec. 31, 2009</u>	<u>Dec. 31, 2008</u>
Commercial and industrial	\$65,053	\$ 70,238	\$ 83,980
Real estate construction			
Commercial land & development	192,051	218,205	251,443
1-4 family construction	17,087	16,990	33,410
Total real estate construction	209,138	235,195	284,853
Residential real estate	227,774	223,826	200,106
Commercial real estate			
Owner-occupied	79,658	71,908	62,245
Non owner-occupied	82,816	68,980	51,637
Total commercial real estate	162,474	140,888	113,882
Farmland	883	932	1,208
Consumer	6,373	5,939	6,443
<b>Total Loans</b>	<b>\$ 671,695</b>	<b>\$ 677,018</b>	<b>\$ 690,472</b>

## Park, excluding Vision – Loans by Type

<u>(in thousands)</u>	<u>June 30, 2010</u>	<u>Dec. 31, 2009</u>	<u>Dec. 31, 2008</u>
Commercial and industrial	\$ 701,485	\$ 681,039	\$ 630,316
Real estate construction			
Commercial land & development	178,704	188,548	166,978
1-4 family construction	71,773	71,775	81,957
Total real estate construction	250,477	260,323	248,935
Residential real estate	1,323,878	1,331,564	1,360,092
Commercial real estate			
Owner-occupied	516,766	501,867	462,321
Non owner-occupied	419,037	399,170	373,407
Total commercial real estate	935,803	901,037	835,728
Farmland	87,650	87,815	84,907
Consumer	682,009	701,636	640,887
<b>Total Loans</b>	<b>\$ 3,981,302</b>	<b>\$ 3,963,414</b>	<b>\$ 3,800,865</b>

# Credit Quality Snapshot

## Total nonperforming assets



\* Includes Park National Bank loan participations with Vision Bank of \$12.8 million, \$14.1 million and \$9.1 million at June 30, 2010, December 31, 2009 and December 31, 2008, respectively.

## PRK Summary – Allowance for loan and lease losses

(in thousands)	June 30, 2010	Dec. 31, 2009	Dec. 31, 2008	Dec. 31, 2007
<b>ALLL - beginning balance</b>	\$116,717	\$100,088	\$87,102	\$70,500
<b>Charge-offs</b>	28,851	59,022	62,916	27,776
<b>Recoveries</b>	3,010	6,830	5,415	5,568
<b>Provision for loan losses</b>	29,800	68,821	70,487	29,476
<b>ALLL of acquired bank</b>	-	-	-	9,334
<b>ALLL - ending balance</b>	\$120,676	\$116,717	\$100,088	\$87,102
<b>Average loans YTD</b>	\$4,610,944	\$4,594,436	\$4,354,520	\$4,011,307
<b>Ratio of net loan charge-offs to average loans</b>	1.13%	1.14%	1.32%	0.55%
<b>Ratio of ALLL to end of period loans</b>	2.59%	2.52%	2.23%	2.06%

## Park National Corporation – Nonperforming assets

(in thousands)	June 30, 2010	March 31, 2010	Dec. 31, 2009	Dec. 31, 2008	Dec. 31, 2007
Nonaccrual loans	\$237,640	\$230,498	\$233,544	\$159,512	\$101,128
Renegotiated loans	214	60	142	2,845	2,804
Loans past due 90 days or more (still accruing)	17,283	11,853	14,773	5,421	4,545
<b>Total nonperforming loans</b>	<b>\$255,137</b>	<b>\$242,411</b>	<b>\$248,459</b>	<b>\$167,778</b>	<b>\$108,477</b>
Other real estate owned	46,456	45,854	41,240	25,848	13,443
<b>Total nonperforming assets</b>	<b>\$301,593</b>	<b>\$288,265</b>	<b>\$289,699</b>	<b>\$193,626</b>	<b>\$121,920</b>
Percentage of nonperforming loans to loans (PRK)	5.48%	5.27%	5.35%	3.74%	2.57%
Percentage of nonperforming assets to assets (PRK)	4.25%	4.02%	4.11%	2.78%	1.88%
Texas Ratio (PRK)	43.48%	43.48%	44.18%	34.48%	23.33%
<b>Peer Group Information</b>		<b>Mar. 31, 2010</b>	<b>Dec. 31, 2009</b>	<b>Dec. 31, 2008</b>	<b>Dec. 31, 2007</b>
Percentage of nonperforming loans to loans (Peer Group)		4.37%	4.20%	2.41%	0.97%
Percentage of nonperforming assets to assets (Peer Group)		3.61%	3.36%	1.98%	0.80%



## Vision Bank – Nonperforming assets

(in thousands)	June 30, 2010	March 31, 2010	Dec. 31, 2009	Dec. 31, 2008	Dec. 31, 2007
Nonaccrual loans	\$152,697	\$145,013	\$148,347	\$91,207	\$63,015
Renegotiated loans	-	4	-	2,845	-
Loans past due 90 days or more (still accruing)	9,616	9,052	11,277	644	457
<b>Total nonperforming loans</b>	<b>\$162,313</b>	<b>\$154,069</b>	<b>\$159,624</b>	<b>\$94,696</b>	<b>\$63,472</b>
Other real estate owned	36,902	35,052	35,203	19,699	7,074
<b>Total nonperforming assets</b>	<b>\$199,215</b>	<b>\$189,121</b>	<b>\$194,827</b>	<b>\$114,395</b>	<b>\$70,546</b>
Percentage of nonperforming loans to loans (Vision)	24.16%	22.84%	23.58%	13.71%	9.93%
Percentage of nonperforming assets to assets (Vision)	23.08%	21.45%	21.70%	12.47%	8.24%
Texas Ratio (Vision)	117.79%	129.57%	137.82%	98.29%	87.08%
<b>PRK Peer Group Information</b>		<b>Mar. 31, 2010</b>	<b>Dec. 31, 2009</b>	<b>Dec. 31, 2008</b>	<b>Dec. 31, 2007</b>
Percentage of nonperforming loans to loans (PRK Peer Group)		4.37%	4.20%	2.41%	0.97%
Percentage of nonperforming assets to assets (PRK Peer Group)		3.61%	3.36%	1.98%	0.80%

## Park National Corporation, excluding Vision – Nonperforming assets

(in thousands)	June 30, 2010	March 31, 2010	Dec. 31, 2009	Dec. 31, 2008	Dec. 31, 2007
Nonaccrual loans	\$84,943 *	\$85,485 *	\$85,197 *	\$68,305 *	\$38,113
Renegotiated loans	214	56	142	-	2,804
Loans past due 90 days or more (still accruing)	7,667	2,801	3,496	4,777	4,088
<b>Total nonperforming loans</b>	<b>\$92,824</b>	<b>\$88,342</b>	<b>\$88,835</b>	<b>\$73,082</b>	<b>\$45,005</b>
Other real estate owned	9,554	10,802	6,037	6,149	6,369
<b>Total nonperforming assets</b>	<b>\$102,378</b>	<b>\$99,144</b>	<b>\$94,872</b>	<b>\$79,231</b>	<b>\$51,374</b>
Percentage of nonperforming loans to loans (PRK, excluding Vision)	2.33%	2.25%	2.24%	1.92%	1.26%
Percentage of nonperforming assets to assets (PRK, excl. Vision)	1.64%	1.58%	1.54%	1.29%	0.91%
Texas Ratio (PRK, excl. Vision)	19.52%	19.18%	18.45%	17.80%	11.64%
<b>PRK Peer Group Information</b>		<b>Mar. 31, 2010</b>	<b>Dec. 31, 2009</b>	<b>Dec. 31, 2008</b>	<b>Dec. 31, 2007</b>
Percentage of nonperforming loans to loans (PRK Peer Group)		4.37%	4.20%	2.41%	0.97%
Percentage of nonperforming assets to assets (PRK Peer Group)		3.61%	3.36%	1.98%	0.80%

\* Includes Park National Bank loan participations with Vision Bank of \$12.8 million, \$13.6 million, \$14.1 million and \$9.1 million at June 30, 2010, March 31, 2010, December 31, 2009 and December 31, 2008, respectively.

Source: BHC Performance Reports and Company Filings

# Historical Review of Vision Bank Commercial Land & Development Loans

(in thousands)	June 30, 2010	Dec. 31, 2009	Dec. 31, 2008	Dec. 31, 2007
<b>CL&amp;D loans, period end</b>	\$ 192,051	\$ 218,205	\$ 251,443	\$ 295,743
<b>Performing CL&amp;D loans, period end</b>	97,562	132,788	191,712	260,195
<b>Impaired CL&amp;D loans, period end</b>	94,489	85,417	59,731	35,548
<b>Specific reserve on impaired CL&amp;D loans</b>	25,006	21,706	3,134	1,184
<b>Net of specific reserve</b>	69,483	63,711	56,597	34,364
<b>Cumulative prior charge-offs on impaired CL&amp;D loans</b>	23,973	24,931	18,839	7,399
<b>% write down of impaired CL&amp;D loans through period end (charge-offs and specific reserve)</b>	41%	42%	28%	20%

# Capital Ratios – June 30, 2010

(\$ in thousands)

	<b>Leverage Ratio</b>	<b>Tier I Risk Based Capital</b>	<b>Risk Based Capital</b>
<b>Park National Corporation</b>	9.56%	13.28%	15.75%
<b>Park National Bank</b>	6.61%	9.43%	11.46%
<b>Vision Bank</b>	13.18%	16.52%	17.84%
<b>Minimum capital ratio</b>	4.00%	4.00%	8.00%
<b>Well capitalized requirement</b>	5.00%	6.00%	10.00%
<b>TARP capital</b>	\$ 100,000	\$ 100,000	\$ 100,000
<b>PRK, excluding TARP</b>	8.12%	11.28%	13.75%

# Capital Raising Activities

2Q 2009	183,200 common shares; net proceeds of \$10.5 million
3Q 2009	105,072 common shares; net proceeds of \$6.2 million
4Q 2009	500,000 common shares; net proceeds of \$29.8 million
4Q 2009	115,800 common shares, to the PRK Defined Benefit Pension Plan; proceeds of \$7 million
2Q 2010	324,100 common shares upon the exercise of warrants; net proceeds of \$21.3 million

Total	1,228,172 common shares; net proceeds of \$74.8 million
Average net selling price	\$60.90
Average tangible common book value past 5 quarters	\$36.07
Selling price to average tangible book value	1.69x tangible common book value

Note: PRK also raised \$35.25 million of Tier II capital through the issuance of subordinated notes in the fourth quarter of 2009.

# Tangible Common Equity

	TCE Ratio	Shares outstanding
Q2 2010	8.17% *	15,206,854
2009	7.75% **	14,882,780
2008	6.61%	13,971,727
2007	6.85%	13,964,576
2006	9.13%	13,921,529
2005	9.12%	14,092,626
2004	9.71%	14,320,227
2003	10.56%	14,455,027
2002	11.13%	14,481,564
2001	9.83%	14,637,841
2000	10.09%	14,830,953

\* During the six months ended June 30, 2010, Park National Corporation sold 324,100 additional shares of common stock through the exercise of warrants.

\*\* During 2009, Park National Corporation sold 904,072 additional shares of common stock through various capital offerings.

## IV. Why invest in Park National Corporation?

- Unique, localized business model makes us the bank of choice for customers
- Stable, low cost deposit funding, coupled with superior lending rates, contributes to outstanding profitability
- Favorably positioned to take advantage of excellent growth opportunities in our markets, largely caused by industry dislocation
- We are strongly capitalized and conservatively managed, with a long-term view toward building shareholder value
- Experienced leadership team with proven knowledge of local markets



## **Appendix: Profiles of PRK Affiliate Banks**

**Please visit [www.parknationalcorp.com](http://www.parknationalcorp.com) for a  
profile of the PRK affiliate banks**