

First Business Financial Services, Inc.  
Form DEFA14A  
April 30, 2008

**UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549**

**SCHEDULE 14A**

Proxy Statement Pursuant to Section 14(a) of the Securities Exchange Act of 1934  
(Amendment No. \_\_\_\_)

Filed by the Registrant    
Filed by a Party other than the Registrant

Check the appropriate box:

- Preliminary Proxy Statement  
 Confidential, for Use of the Commission Only (as permitted by Rule 14a-6(e)(2))  
 Definitive Proxy Statement  
 Definitive Additional Materials  
 Soliciting Material Pursuant to 17 CFR 240.14a-12

FIRST BUSINESS FINANCIAL SERVICES, INC.  
(Name of Registrant as Specified in its Charter)

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(Name of Person(s) Filing Proxy Statement if other than the Registrant)

Payment of Filing Fee (Check the appropriate box):

- No fee required.  
 Fee computed on table below per Exchange Act Rules 14a-6(i)(1) and 0-11.
- 1) Title of each class of securities to which transaction applies:
  - 2) Aggregate number of securities to which transaction applies:
  - 3) Per unit price or other underlying value of transaction computed pursuant to Exchange Act Rule 0-11 (set forth the amount on which the filing fee is calculated and state how it was determined):
  - 4) Proposed maximum aggregate value of transaction:
  - 5) Total fee paid:
- Fee paid previously with preliminary materials.  
 Check box if any part of the fee is offset as provided by Exchange Act Rule 0-11(a)(2) and identify the filing for which the offsetting fee was paid previously. Identify the previous filing by registration statement number, or the Form or Schedule and the date of its filing.
- 1) Amount Previously Paid:
  - 2) Form, Schedule or Registration Statement No.:
  - 3) Filing Party:
  - 4) Date Filed:

[First Business Letterhead]

March 27, 2008

[Address]

Dear Shareholder,

As shareholders of First Business Financial Services, you will be interested in the attached press release on our dividend increase. In order to provide additional predictable returns to our shareholders, we began paying dividends in 2003 and have increased the total dividend paid each year, with the announced increase now providing an annualized dividend equivalent of \$0.28 per share. Details on our dividend history can be found under the *Investor Relations* tab of our website at [www.firstbusiness.com](http://www.firstbusiness.com).

We also want to take this opportunity to remind you of the ability to have your dividend directly deposited to your account at any bank. To sign up for this convenient service, please call Computershare, our transfer agent, at 1-800-893-4698.

Finally, we want to invite you to our annual shareholder meeting to be held on May 5, 2008 at 6:00 PM CDT at the Fluno Center in Madison, where we will provide a review of the success we had in 2007 in executing our growth plan. Once again this year, we will be hosting a reception after the meeting and look forward to seeing you there.

Your shareholder packet will be mailed to you by Computershare on or around April 3, 2008. **Please return your proxy card with your vote, or vote your shares via the internet or telephone. Your vote is important to us, so please respond in a timely fashion.**

We appreciate and value your support of our company.

Sincerely,

/s/ Corey Chambas

Corey Chambas  
President & CEO