



PRIVATE BANK *of Buckhead*

NEWS RELEASE



Joel Arogeti



Marvin Banks



Ron Beerman



John Lewis, Jr.

Conservative, balanced approach sees bank through most profitable year

*Two directors re-elected, two new directors elected,
and two directors found new advisory board*

Atlanta, April 26, 2011 – At its annual meeting April 21, shareholders of Private Bancshares, the parent company of Private Bank of Buckhead, heard from President, CEO and Chairman Charlie Crawford, who noted that the past year was the bank’s most profitable.

Crawford gave credit to, “our most valuable asset – our people,” noting that the growth of the bank’s team is a positive sign: Since last year’s annual meeting, Private Bank of Buckhead has added seven employees.

“Our conservative and balanced strategy has benefited the bank...and our clients,” he says. “We have a strong balance sheet and completed a successful follow-on capital raise late last year to support quality growth that will continue to benefit clients and other stakeholders.”

Crawford noted that the past year also brought the formation of Private Mortgage Services, a hybrid approach pairing a mortgage broker’s flexibility with the proprietary products of the bank’s existing mortgage division. That effort was led by mortgage veteran Steven T. Alexander – who serves as President of the mortgage division; Crawford noted that in its first seven months Private Mortgage has already recouped the bank’s initial investment in the expansion. Last week that division moved into the PBB’s expanded space in its Piedmont Center offices.

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“We also expanded electronic banking services in the past year with the roll out of online check deposit and, next month, we plan to debut another banking technology advancement,” Crawford says, also noting that PBB’s SBA program had its *Preferred Lender* status renewed again – for two more years.

“By the numbers, our performance is ‘Excellent’ based on Bauer Ratings (an industry standard),” he says, “And, relative to the market we outpace Metro Atlanta banks in Profitability (Return on Assets of 1.10%, as opposed to -1.25%), Growth (Loan Growth of 3.65% as opposed to -2.15%) and Asset Quality (Texas Ratio of 15.02% as opposed to 187.29%), among other standard measures.

The annual meeting also saw the re-election of two founding board members – Joel Arogeti and Marvin Banks – to new three-year terms. Arogeti is Managing Partner of the law firm of Kitchens Kelley Gaynes, PC. Banks is President of Cortland Partners, a commercial real estate company.

Two new directors – Ron Beerman and John Lewis, Jr. – were elected to the board for three-year terms and became the first new board members since PBB’s founding in late 2006. Beerman, a native of Atlanta, is President of Profitmaster Displays, Inc., the leading supplier of merchandising and point-of-purchase display products for the soft drink industry. Lewis is Senior Managing Counsel for The Coca-Cola Company in Atlanta.

“We appreciate that these two talented gentlemen have agreed to join us,” Crawford says. “They each bring tremendous talents and experience to our organization.”

Two other directors – Frank Bell and Marc Bromley – rotated off the board and are serving as founding members of the bank’s new Advisory Board, which will hold its first meeting this week.

“So, what does increasing market share in a declining market mean to the everyday client?” Crawford concluded. “In short it means we’re effectively partnering with our clients, and living up to our commitment of safety and soundness.”

Private Bank of Buckhead (www.PrivateBankOfBuckhead.com) brings a private banking approach to all clients across all functions of the bank. It is located in Piedmont Center (Building Three).

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