



PRIVATE BANK

of Buckhead

NEWS RELEASE

Bank survey a 'win' for Atlanta physician

Atlanta, January 15, 2009 – Darvin Hege, MD, an Atlanta psychiatrist, recently won a \$120 Buckhead Life Restaurant Group gift certificate from Private Bank of Buckhead. The bank held a drawing from among respondents to its 2008 client satisfaction survey, which was distributed in November and tallied late last month.

Dr. Hege happens to be an original client of the bank, which opened to the public December 11, 2006. It is located in Piedmont Center.

“We thought the beginning of our third year in business was a great time to pause and give our clients an opportunity to tell us how we’re doing,” says Charlie Crawford, who is president and CEO of Private Bank of Buckhead. “I am pleased that we had a phenomenal 43 percent response rate for the survey. That’s simply unheard of.”

He also says survey results were overwhelmingly positive. “The survey told us clients appreciate our tailored service focus and our emphasis on safety and soundness,” Crawford says. “Specifics like these, along with a satisfaction rating of 96 percent, go a long way toward validating our ‘service proposition.’ In short, we’re accomplishing what we set out to do, and that’s especially good news at a time when a lot of banking news you hear is not so good.”

He credits the bank’s continuing favorable position to “a balanced strategy; we focus on quality rather than quantity in terms of relationships, loans and deposits, and all other undertakings.”

“I’m heartened by the survey results and am glad that our friend and client Dr. Hege and so many others saw fit to respond to our request for feedback,” Crawford says. “It’s a great way to begin the new year.”

Private Bank of Buckhead (www.PrivateBankOfBuckhead.com) brings a private banking approach to all clients across all functions of the bank.

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