



FOR IMMEDIATE RELEASE

New ad series: Inspired by, featuring bank clients

Atlanta, May 5, 2008 – You may have noticed new ads showcasing the Private Bank of Buckhead. Indeed, a new series of three ads began rolling out over the last couple of months. These have been seen as part of sponsorship packages and in the media.

The ads, *which are shown below*, feature members of the bank’s team side-by-side with Private Bank of Buckhead clients. In their own words, Stan Topol, Penny Morriss, and Toni Owens tell why the bank is a good fit for their banking wants and needs.

- Topol, an award-winning, internationally recognized designer who has helmed his eponymous Atlanta-based design firm for 30+ years, says Private Bank of Buckhead, “is a return to the way banking should be.”
- “I appreciate Private Bank of Buckhead’s heightened level of service and seasoned, accommodating professionals,” says Penny Morriss, the founder and owner of Concierge Services of Atlanta, which has served Atlanta’s Class A office buildings, private clubs and luxury condominiums since 1997.
- Toni Owens notes that, “they bring the bank to us and have delivered every time on what they promise.” She is the administrator for Dennis, Corry, Porter & Smith, LLC, a law firm that chiefly handles transportation and insurance litigation.

“The ads came together naturally,” says Charlie Crawford, president and CEO of Private Bank of Buckhead. “They were inspired by the feedback we receive from our clients, so it’s only right that the ads actually feature clients. That approach also underscores the way in which we truly partner with clients so we best meet their specific banking needs.”

Private Bank of Buckhead (www.PrivateBankofBuckhead.com) serves both businesses and individuals, bringing a private banking approach to all customers across all functions of the bank. It is located in Piedmont Center (Building Three).

First Class Service. First Name Basis.

The way banking should be...



Private Bank of Buckhead President Charlie Crawford stands behind Stan Topol, an award-winning, internationally recognized designer who has helped his eponymous Atlanta-based design firm for 30+ years.

"What I value most is the trust factor. They handle my business well so I can concentrate on my work. They worry about things so I don't have to. Private Bank of Buckhead is a return to the way banking was and should be. It's like I trained them, but I didn't even have to do that...."

— Designer Stan Topol
Stan Topol & Associates, Inc.



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of Buckhead

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404.264.7979

www.PrivateBankofBuckhead.com

Three Piedmont Center, Suite 210 • 3565 Piedmont Road • Atlanta, Ga 30305

Member FDIC

It's about relationships...



Private Bank of Buckhead's Brent Adams with Penny Morriss of Concierge Services of Atlanta, which has served Atlanta's Class A office buildings, private clubs and luxury condominiums since 1997.

"As someone in the business of delivering highly personalized service to busy people, I appreciate Private Bank of Buckhead's heightened level of service and seasoned, accommodating professionals. They know me and they address my commercial and personal banking needs in a tailored, unique way. It's about relationships."

— Penny Morriss
Founder, Owner
Concierge Services of Atlanta, Inc.



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The way banking should be...



Private Bank of Buckhead's Welma Baer, left, with Toni Owens, of Dennis, Corry, Porter & Smith, LLP, a law firm that chiefly handles transportation and insurance litigation.

"Private Bank of Buckhead gives us the benefits of a big business relationship, with the amenities, convenience and personalization of small businesses working together. They bring the bank to us and have delivered every time on what they promise. We're very fortunate to have them as our business partner."

— Toni Owens
Administrator
Dennis, Corry, Porter & Smith, LLP



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