



Schifino Lee Launches Prominent Brand For USAmeriBank

-- New Logo, Website, Brochures Reflect Bank's Strength and Focus on Providing Capital for Growing Businesses --

TAMPA, Fla. (October 19, 2009) - USAmeriBank, one of the fastest-growing banks in the Tampa Bay area, has launched a distinguished brand, designed to reflect its combination of capital strength and agility in navigating the current economic climate.

The new materials, created by Tampa advertising and branding agency Schifino Lee, emphasize USAmeriBank's mission of providing capital for growing businesses and professionals in the Tampa Bay area.

The branding, which includes a new logo, new signage at USAmeriBank's five area branches, a new website, and new brochures, will also drive the bank's 2010 advertising campaign.

"Our message is that we are financially strong, and that even though we are a young bank, our staff has extensive experience in the Tampa Bay market," said Joseph Chillura, the bank's CEO. "We also wanted our brand to reflect that we are a dynamic organization built on customer service, both for business and retail customers."

The brand is designed to reflect how in 2 ½ years, USAmeriBank has grown to over \$700 million in assets, making it one of the premier mid-sized banks in the Tampa Bay area.

"As the new website says, USAmeriBank was founded to be stronger and better prepared than other homegrown banks, but also to be more personal and nurturing than national and regional banks," said Paola Schifino, a principal at Schifino Lee who helped drive the branding effort. "We have been pleased to hear that the branding is already resonating with USAmeriBank's customers."

For more information, please contact Kyle Parks at 813-258-5858, ext. 215 (office) or 813-352-1325 (cell), or by e-mail at kyle@schifinolee.com.

About Schifino Lee

Schifino Lee, based in Tampa, Florida, is a branding/advertising/marketing agency that specializes in defining a client's value proposition and its key target audience, then reaching that target through highly effective approaches ranging from traditional and internet

advertising to social media and public relations. For more information about Schifino Lee, please see the company website, www.schifinolee.com.

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