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USAmeriBank says 'Hello' to St. Petersburg

Branch has already attracted \$5 million in local deposits, even before officially opening

CLEARWATER, Fla. (March 17, 2011) -- With an impressive total of deposits in hand even before officially opening its doors, USAmeriBank opened its seventh bank branch today, on 4th Street North in St. Petersburg.

New USAmeriBank branches have routinely attracted impressive deposit totals prior to officially opening their doors because of the bank's focus on "building banks around people." In St. Petersburg, Retail Manager Kathy Wright and Assistant Vice President/Professional and Executive Banking Relationship Manager Katrina Trump have leveraged their deep local connections to secure more than \$5 million in deposits already.

Managers of USAmeriBank's most recent branch openings, the Carrollwood branch in November 2010 and the Brandon branch in November 2008, also opened their doors having already secured several million dollars in deposits.

Wright and Trump are both natives of Pinellas County and have deep roots and connections in St. Petersburg, enabling them to form beneficial relationships with local businesses. Wright is a member of the Northeast Exchange Club and All Children's Hospital Foundation Development Council, while both are members of the Bayfront Health Foundation's Council of Excellence. For Wright, a prime focus is to build the deposit base in St. Petersburg, focusing on business loans, while Trump works in the bank's Professional and Executive division, helping such groups as law firms, medical practices, and accounting firms.

"We open branches with people who already have deep ties to the neighborhood that the branch will serve," said USAmeriBank Senior Vice President Gene Evans, who is in charge of the bank's retail operations. "We build our banks around people who can jump-start our relationships with local business owners and individuals."

Wright and Trump are working to convince St. Petersburg residents and businesses to switch to USAmeriBank, not only because it is one of the banks that has thrived through the recession and continues to lend, but because a key to its success is the high-touch, personal service it offers its clients.

The new branch is starting with a staff of five employees and has a prime location at 1840 4th Street North in St. Petersburg, across from Sunken Gardens. The branch's days and hours of operation are:

Monday through Thursday

Drive-thru open from 8am-5pm

Lobby from 9am-4pm

Friday

Drive-thru open from 8am-6pm

Lobby from 9am-6pm

About USAmeriBank: USAmeriBank is an independent, non-public bank based in Clearwater, Fla. that has established itself as an outstanding middle-market financial institution. The bank, which exceeded \$1 billion in assets in February 2011, serves the needs of individuals and businesses in the Tampa Bay area by providing a high-level of personalized service and attention to a targeted customer base. USAmeriBank's parent company is USAmeriBancorp, Inc. More information is available at www.USAmeriBank.com.

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