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**FOR IMMEDIATE RELEASE**

PRESS RELEASE

**The Private Bank of the Peninsula  
Introduces New Name – Avidbank.**

Palo Alto, CA – March 25, 2011 – The Private Bank of the Peninsula has officially changed its name to Avidbank, the company announced today. The new name was introduced with the message, “New name. Same great people.” The bank will begin operations as Avidbank on April 1, 2011.

“We have emerged from one of the worst financial crises in modern history with our best year ever in 2010,” stated Mark D. Mordell, Chairman of the Board. “During this time we have grown stronger, and we have gained a better understanding of ourselves, our clients and the markets we serve. We believe that our new name clearly represents who we are and where we are headed.”

“As a team, our board, senior management and staff have performed exceptionally well during a very challenging economic downturn. This is evidenced by our loyal client base and the improvement in key bank metrics including profitability, which gives us a great platform for 2011 and beyond,” added Mr. Mordell. “The new brand – ‘Avidbank – advancing your success with innovative financial solutions and service’ – is clear and direct, and accurately reflects the Bank’s core philosophy and vision.”

“We *are* avid about providing our clients with innovative solutions and outstanding service, so our new name is fitting,” stated Kenneth D. Brenner, President and Chief Executive Officer. “We are most appreciative of all that our clients and stakeholders have done to contribute to the success of the Bank. We look forward to advancing their success as well.”

**About Avidbank**

*Our goal at Avidbank is to advance our clients’ success by offering innovative financial solutions and service. Our exceptional people provide a unique and individualized banking experience based on mutual effort, ingenuity and trust, creating long-term banking relationships. Avidbank specializes in the following markets: commercial and industrial, corporate finance, technology and asset-based lending, real estate construction, commercial real estate lending and real estate bridge financing.*

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