



For Immediate Release

PEOPLES BANK OF ALABAMA ANNOUNCES GRAND OPENING OF ITS NEW INTERNATIONAL PARK OFFICE

CULLMAN, ALABAMA – August 31, 2016 – Peoples Bank of Alabama hosted a ribbon cutting ceremony today that marked the official opening of its newest full-service banking office at 1800 International Park (Suite 190) in Hoover, Alabama. The event was hosted by the Birmingham Business Alliance and the Hoover Chamber of Commerce and was attended by key business leaders and members of the bank’s board of directors and executive management team.

Chuck Herndon, Regional Market President, noted that the office is strategically located along I-459, allowing convenient access throughout Jefferson and Shelby counties. “As we expanded our banking franchise into the Birmingham MSA, we were focused on finding the right location to best serve our growing client base of commercial and retail customers. While located in one of the more prominent office parks in Birmingham, operating a full service branch out of a multi-tenanted office building is non-traditional. However, I think it speaks volumes about how we approach banking.” Dick Lee, Commercial Banking Executive, added “We are focused on relationship banking through empowering our associates to provide exceptional service to our clients. While we offer competitive products and services, we want to do it in a way that favorably differentiates Peoples Bank.”

The office contains an estimated 2,500 square feet on the entry level of 1800 International Park and is equipped as a full-service retail bank, including an ATM in the lobby, while at the same time serving as a fully-integrated commercial banking office. Herndon noted that “the design is unique when it comes to a cross-functional banking environment. It focuses on collaboration and teamwork. The buildout is characterized as a modified, open environment with individual offices and designed collaboration areas. Our focus in designing and furnishing the office was to provide an efficient and transparent work environment, while equipping our associates with the latest in technology so they can best serve our clients.”

Tim Williams, Peoples Bank President, concluded “We are very excited to be expanding our banking franchise into the greater Birmingham area and invite you to visit our newest location and meet our folks.

Our board and executive management team are committed to delivering a differentiated banking experience. We have invested in a highly capable team of bankers and equipped them with the products and tools to service the needs of our clients through their entire lifespan. Ultimately, that is what banking should be about, developing relationships that last a lifetime.”

Peoples Bank of Alabama is one of the most convenient banking service providers for consumers and businesses in North and Central Alabama. With 26 branches, 34 ATMs and an advanced offering of online and mobile banking services, Peoples Bank is a leader in commercial and retail banking, e-banking and in promoting financial literacy in the seven counties it primarily serves. Headquartered in Cullman, AL, FDIC insured Peoples Bank has more than \$650 million in assets and is owned by Altrust Financial Services, Inc., the bank’s holding company. For more information, visit www.PeoplesBankAl.com.