



For Immediate Release

## PEOPLES BANK OF ALABAMA ANNOUNCES TIM WILLIAMS, NEW BANK PRESIDENT

CULLMAN, ALABAMA – November 3, 2014 – Peoples Bank of Alabama (PBAL) announces Tim Williams has been elected to serve as the new President and the newest member of the Board of Directors. “Our board is excited to have Tim lead our bank into a new era, where industry challenges are overshadowed by opportunity,” said Chief Executive Officer, Robin Cummings. “We’re confident Tim will meet these challenges,” continued Cummings, “with fairness, honesty and common sense; traits he has shown over his long banking career.

Tim Williams has been in the banking industry for 35 years. Much of that time was spent at Regions Bank as Market President over Cherokee, Etowah, Calhoun, Talladega, Blount and Cullman counties. His previous position as Regional Market Executive for Peoples Bank of Alabama, responsible for Cherokee and Etowah counties, was short lived after the merge of Generations Bank with Peoples Bank of Alabama in August of this year. Tim was President, CEO, and a member of the Board of Directors of Generations Bank, a subsidiary of Altrust Financial Services, Inc., for seven years. He is a graduate of Auburn University and The Graduate School of Banking of the South.

Tim has been involved in many civic organizations including the Rotary Club, Cherokee County Chamber of Commerce, Etowah County Economic Development, Relay for Life, Red Cross and the United Way. According to Robin Cummings, “Once you meet Tim, you will understand how easy he is to talk to and the sincere way he listens to the problems, concerns and challenges facing the bank, our customers and the communities we serve. When I think about new beginnings,” Cummings mused, “I am reminded of a quote from Henry Ford: ‘Coming together is a beginning, staying together is progress, and working together is success.’ We are confident the bank will continue to be successful under Tim’s new leadership.”

Peoples Bank of Alabama is the most convenient banking services provider for consumers and businesses in North Central Alabama. With 25 branches, 31 ATMs and an advanced offering of online and mobile banking services, PBAL is a leader in commercial and retail banking, ebanking and promoting financial literacy in the seven counties it primarily serves. Headquartered in Cullman, AL, FDIC insured PBAL has more than \$600 million in assets and is owned by Altrust Financial Services, Inc., the bank's holding company. For more information, visit [www.PeoplesBankAL.com](http://www.PeoplesBankAL.com).