

Switch to The Home of Community Banking Since 1922

Clewiston, Florida (December 28, 2020)— Over the years First Bank has witnessed that the choice of a financial institution matters and could impact one’s ability to secure a loan, obtain favorable fees or rates, or ensure the high-quality, personal service they desire from their bank.

“First Bank has earned the public’s trust because we have proven to be good stewards of our depositors’ money, said First Bank Chairman, Miller Couse. We live and work in the communities we serve. Our customers can count on us, because when they succeed our communities succeed.”

President & CEO Carey Soud, “We invite you to experience the best banking has to offer - personalized service with the corporate stewardship of a community bank along with the hi-tech convenience of a big bank – all here at First Bank, your friendly hometown bank!” First Bank offers the following checklist to illustrate the community bank difference:

- **Local Focus:** Community banks channel their loans to the neighborhoods where their depositors live and work, which helps local businesses and communities thrive.
- **Relationship Banking:** Community bank officers know their customers and consider family history and discretionary spending in making loans.
- **Innovative Solutions:** Community bankers work hand in hand with customers to ensure they have access to the best innovations possible to meet their needs—including the most secure, reliable and convenient payment options.
- **Timely Decision-Making:** Community banks offer nimble decision-making on business loans because decisions are made locally. They are also excellent business advisers because they too are a small business and know the market better than anyone.
- **Community Engagement and Accessibility:** Community bankers are deeply involved in their local communities, donating their time, dedication and resources to local causes that make a difference in the lives of residents.

Considering a change to community banking? The switch is simple, First Bank offers personal and business accounts switch organizer forms at each of their offices or on their website first1bank.com

First Bank, a community bank since 1922 serving the communities of Clewiston, LaBelle, East Fort Myers, Moore Haven, Belle Glade and Immokalee. Additional information can be found at www.first1bank.com

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