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## ***Local Bank Provides Programs to Help Community and Addresses Economic Slowdown***

**LAS VEGAS, NEV.** –The Bank of North Las Vegas is heading up a community affairs campaign designed to educate, support, and give back to the local community at a time of economic uncertainty among consumers.

Part one of this campaign is a promotion which offers customers a safe, fully-insured investment opportunity for residents Valley-wide. 6-24 month CDs are offered and fully-insured up to \$1M at an unprecedented 4.0% interest rate. Many residents have taken advantage of this offer, moving investments from various other financial institutions and consolidating their investments into one safe, worry-free location. This has eased the complicated process of moving money around from one place to another as rates adjust and investments mature, and also provides a generous rate to consumers at a time when most banks are offering much less.

“The response to this promotion has been very positive,” says President and CEO, James R. York. “People are worried about their money, and this extra insurance benefit has helped to ease the minds of our customers. Because the FDIC only insures deposits up to \$100,000, it forces folks to spread their deposits around with several banks in order to protect their money, or seek alternative investments which can be risky; not to mention the complicated process of watching maturity dates and dealing with numerous contacts around town” continues York.

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"At the Bank of North Las Vegas, we have provided this investment vehicle with a solid predictable rate combined with the supplemental non FDIC insurance to re-assure our customers that their money is safe and secure. In addition to supplemental deposit insurance, you can also increase your coverage level of FDIC deposit insurance by structuring your accounts with multiple names or entities. Information about how to legally increase your FDIC insurance levels can be found at [www.fdic.gov/deposit](http://www.fdic.gov/deposit)."

In addition, BNLV recently announced its gas and grocery cash rewards program to help families fight the increasing price of food and fuel. The bank will now pay back all new and existing customers \$25 or \$50 every month for simply maintaining a direct deposit of \$2,000 or more. Customers will receive this cash reward as a credit made directly to their account every month for 6 consecutive months.

"I'm really excited to launch this new program," says York. "We've always been known as the bank that gives great gifts just for banking with us, and now we really are the bank that pays you back. We hope to help our customers get through the tough times by providing some extra cash every month."

"At BNLV we believe that customers deserve more from their bank. It's also equally important that they really know who their banker is," says York. Folks should know more about their bank than just the teller they see in the drive-up window, or where the local ATM is located," comments York. "I encourage people to learn more about their bank and not be afraid to ask questions. If you don't know who your banker is, you should ask your bank who is personally responsible for your account, or if you already know who your banker is and they cannot help you due to a lack of authority or autonomy, then you are probably not banking at the right place. You need to have the right banker and the right bank to get the service you deserve."

In an effort to help customers understand more about the banking industry, and the current state of the economy, the President and CEO of the Bank of North Las Vegas, James R. York, has provided answers to many commonly asked questions. They are included below.

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***Q: How is the economy affecting BNLV and its clients?***

**A:** The economic slow down is affecting both the bank and our clients. Our business loans have slowed compared to last year because of the decreased demand, but we are still growing. In fact, our loans have grown approximately 20% during the first quarter of the year. We are also seeing a decrease in the level of cash balances that our clients are keeping in their money market and checking accounts. This is an indication of the high cost of fuel, groceries and overall living expenses that we are all feeling right now.

***Q: What are you attempting to do to combat the affect of this economic slow down?***

**A:** We are controlling our expenses and attempting to give the local community some reprieve with special offers that will put some cash back in folks' pockets and offer them some stability and security with respect to their deposit balances.

We've always been the bank that gives free gifts away just for banking with us. From toasters to televisions, we try and give something back to the community. At this time, we decided that people need groceries not gadgets and would appreciate the added security of excess deposit insurance when they need it most.

***Q: When do you think the economy will turn around again?***

**A:** Economic cycles usually run 24 to 36 months and the Las Vegas economy has been in a recessionary environment for about 18 months now. This means that we still have probably about 6 to 18 months to go; depending on how optimistic or pessimistic you want to be. I think that we are starting to see some signs of recovery in the housing industry with a recent increase in the number of homes selling but there is still a lot of inventory on the market. I still think that we have a difficult year ahead of us for 2008 and then we should begin to see some material improvement by mid 2009. The good news is that we entered this slow-down about six months ahead of the national recession, and we will most likely come out of it before the rest of the country does.

***Q: Where is a safe place to put your money these days?***

**A:** Most investors used to put their money with banks in cds, money markets and long term bonds. Then they went from the mutual funds, to large cap and small cap stocks, to start up companies in the dot com era, to first trust deeds and mortgage backed securities in the real estate boom. I think a lot of people will agree with me when I say that it is time to migrate back into large cap stocks with companies that have true net income and retained earnings with a good portion spread out among solid mutual funds and certainly bank cds and money markets. The most important thing you can do is to get back to the basics of diversification with a good mix of investments that meet your life cycle needs. It's a shame that we have retired individuals losing their savings in first trust deeds and other risky investments.

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***Q: Who is BNLV, and why should people bank with you?***

**A:** BNLV is a bank grown from the local community organized for the local community. We are the first chartered and headquartered bank in the history of the city of North Las Vegas. Our investors are local people, our management staff are either born and raised right here in Las Vegas, or possess a long history of working in this Valley. I believe it's an important distinction that separates us from many other banks who claim to be a community bank but are really funded from someplace other than Nevada. Once again, I believe it's critically important for people to become more involved in understanding who their banker is and what their bank represents.

***Q: What do you think about the loan losses that the local banks are experiencing lately?***

**A:** We have been in one of the top economies in the world and as the economic cycle turns, it is going to affect the top performing economies the most. I have been watching the financial reports for the local community banks, and for the most part, the losses are manageable. The community banking industry is heavily regulated and should not experience the sizeable losses that have plagued the larger financial institutions. Generally speaking, they are well managed with strong capital levels and good credit quality. I believe these factors about your bank are important to know so people can be empowered to make smart decisions about where they should be doing their banking. Many banks post their annual or quarterly financial statements on their website or you can ask the main office for a summary of their latest financial report. If people are really interested, they can visit the following website [[www.ffiec.gov](http://www.ffiec.gov)] and look at their bank's financial information. This information is public, and reported and updated on a quarterly basis.

***Q: What is the financial state of BNLV during these trying economic times?***

**A:** We are fortunate not to have a large concentration in residential real estate loans and we have *no* sub prime mortgages. We opened in July of 2005 and are now \$70 million in assets, which enabled us to become profitable before the economy slowed. We have a 24% capital to asset ratio and a solid loan portfolio with minimal issues. This means we are still making loans and growing our portfolio. In fact, we grew our loans 20% during the first quarter of 2008. We are optimistic about the future of the local economy and its recovery. As long as we stick to the fundamentals, we will have good growth opportunities and we will be ready to expand in an aggressive way when the time comes.

For more information regarding the content of this news release, or to arrange an interview with Mr. York, please contact the bank at 702-259-2658. The Bank of North Las Vegas is the first bank chartered and headquartered in North Las Vegas, Nev. Established by local bankers and community leaders, the Bank of North Las Vegas is committed to providing a high-level of

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quality and attention to its customers, combined with state-of-the-art technology and banking products. The Bank of North Las Vegas provides a wide array of financial/banking services, including customized personal and business account packages, and a variety of loan packages to fit every need. For more information about the Bank of North Las Vegas and the services they offer, contact them at 702.259.2658, or visit the bank's website at [www.bankofnlv.com](http://www.bankofnlv.com).

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