



Valley Bank of Nevada
TRADITION WITH VISION

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-NEWS RELEASE-
For Immediate Release

VALLEY BANK OF NEVADA EMBRACES A FAMILIAR NAME *[AND REVEALS NEW MISSION TO ASSIST WITH VALLEY'S ECONOMIC RECOVERY]*

LAS VEGAS, NEV. –More than six full years ago to the month, Bank of North Las Vegas celebrated the growth and spirit of development with the opening of its flagship branch and executive offices in North Las Vegas, Nev. Primed to be the next big growth phase, BNLV was one of nearly a dozen banks that resided on every corner of Aliante, an up-scale development at the far North corner of Simmons at the 215 beltway.

With the economic recession and many changes to the valley's landscape, Bank of North Las Vegas has re-emerged under a new name with a new vision. Valley Bank of Nevada was once the Valley's premier bank and lending institution, servicing big casino moguls as well as community neighborhoods throughout the Las Vegas Valley. Bought out in the early 90s by Bank of America, the Valley Bank of Nevada name was shelved never to re-emerge—until now.

"I'm very pleased with the response from the community," says Valley Bank President, and original bank founder, James York, about the company's new name. "It's been a tough few years for everyone and we're glad to be able to help lead the Las Vegas Valley into a new era. E. Thomas Perry and Jerry Mack were pioneers in the banking industry, providing creative solutions to companies (at that time it was casinos) who were otherwise ignored by the banking industry."

"Because of their vision, they ushered in a whole new way of doing things," says York. "We believe in the spirit of those early innovative banking principals—that's why we took on the Valley Bank name. We are doing the same thing for our local businesses. We are finding a way to get the job done. If our customers say they need equipment loans, we are going to find a way to make it happen. If our customers need cash flow to build a second office, we are going to find a way to do that too. Our new name says it all," remarked York, "and we are committed to supporting Valley businesses and our local neighborhoods, and be the Valley's premier community bank—we are committed to bringing back the Valley."

The bank has just recently launched a new integrated media campaign to support the new name, along with a completely re-designed website. You can visit the site at www.valleybanknv.com. In addition, the company is

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looking at expansion plans throughout the Las Vegas Valley, with immediate plans to relocate the executive offices downtown—in the heart of the Valley. The bank’s first branch location in North Las Vegas will remain open as is, and has just completed being dressed with new signage to sport the new name.

ABOUT VALLEY BANK OF NEVADA

Valley Bank of Nevada was conceived and established by local banking industry professionals and community leaders with a primary focus of assisting local valley businesses and residents with their financial needs, thereby helping to stabilize the local economy, and continue to promote ongoing growth throughout the Las Vegas valley. Built upon traditional banking philosophies that include exceptional service, high integrity and a commitment to succeed, the bank provides a wide array of products and services designed to meet the needs of small to mid-size businesses throughout the Vegas Valley. For more information on Valley Bank of Nevada you can contact the main branch at 702-259-2658, or visit the website at www.valleybanknv.com.

ABOUT THE COMMUNICATIONS CENTER

The Communications Center focuses on public affairs, issue management services, media relations support and training, and special events planning and various promotional services. A 20-plus year marketing and communications veteran, company founder, Kelly Center, specializes in strategic brand positioning, image consulting and coaching, and provides public relations support for issues, brands, corporate officials, celebrities and high-profile personalities. For more information on these services, contact Kelly Center at (702) 235-4127, or email at kcenter@thecommcenter.com.

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