



FOR IMMEDIATE RELEASE

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**FIRST NATIONAL BANK OF THE GULF COAST NAMES BRIAN KEENAN
REGIONAL PRESIDENT FOR WEST AND CENTRAL FLORIDA**

Former Fifth Third Affiliate President will lead expansion into Tampa Bay

NAPLES, FL; July 6, 2011 – First National Bank of the Gulf Coast, a full-service community bank serving the local banking needs of individuals and business owners, has named Brian Keenan as its Regional President for West and Central Florida.

Mr. Keenan will focus his efforts on First National Bank of the Gulf Coast’s expansion plans into the Tampa Bay market, with future plans to include the Sarasota/Bradenton and Orlando areas. First National Bank of the Gulf Coast, which opened in Collier County in 2009, aims to be the premier regional banking franchise in Southwest Florida. Initially, Mr. Keenan will set up and oversee a loan production office which is expected to develop into a full-service banking operation in the near future.

First National Bank of the Gulf Coast recently entered into agreements with private investors related to a private placement of \$148 million of committed capital, with an initial infusion of \$40 million. Mr. Keenan observed that, “My joining First National Bank of the Gulf Coast fits together perfectly with the bank’s recent capital raise, which provides the bank with significant capital enabling its expansion into Tampa Bay and other markets.”

“We are excited that Brian Keenan has rejoined our team of bankers,” noted Gary Tice, Chairman and CEO of First National Bank of the Gulf Coast. “Mr. Keenan played a pivotal role in the success of First National Bank of Florida, which had grown to \$5.3 billion in assets with 77 branches by the time it was acquired in January, 2005. Brian’s comprehensive understanding of the banking industry’s needs in the Tampa Bay market will greatly benefit First National Bank of the Gulf Coast and our clients.”

Before joining First National Bank of the Gulf Coast, Mr. Keenan was the Affiliate President for Fifth Third Bank in the Tampa Bay market. In the past six years, he tripled the bank’s size in the market. Prior to Fifth Third, Mr. Keenan worked for First National Bank of Florida.

“Brian is a high quality banker who has earned his reputation. His values are aligned with our values, and I’m thrilled to have him back on our team,” said Garrett Richter, bank President.

“I am extremely excited to be working with a management team that has a proven track record in Florida,” stated Mr. Keenan. “There is tremendous unrest in the Florida banking industry with many new names entering the marketplace. Consumers and business owners are craving a bank that can provide superior customer service and be a reliable provider of credit. First National Bank of the Gulf Coast has the experience and integrity to provide both.”

Mr. Keenan has a BS in Finance from the University of South Florida and is a graduate of the Stonier Graduate School of Banking. He is also on the boards of United Way of Tampa Bay, WEDU, USF Foundation, and Tampa Bay and Company.

He and his wife, Cynthia, live with their two children in Northwest Tampa.

Headquartered in Naples, Florida, First National Bank of the Gulf Coast currently has three full-service banking offices in Collier and Lee counties. As of June 30, 2011, total assets were approximately \$368 million; total loans, before the allowance for loan losses, were approximately \$132 million; and total deposit relationships were approximately \$303 million.

For more information, contact First National Bank of the Gulf Coast at 239-348-8000 or toll-free 877-763-0244. Information also may be received by visiting [.fnbofgc.com](http://fnbofgc.com).

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