



FOR IMMEDIATE RELEASE

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CONTACT: Heather J. Tice

Vice President – Director of Marketing

239-325-3750

**FIRST FLORIDA INTEGRITY BANK NAMES BARBARA MELVIN
AS VICE PRESIDENT – COMMUNITY LENDER**

Naples, FL.- December 8, 2015, First Florida Integrity Bank, formerly, First National Bank of the Gulf Coast, a Naples-based, full-service community bank serving the local banking needs of individuals and business owners, has named Barbara Melvin as Vice President – Community Lender.

Mrs. Melvin has over 25 years of experience in the banking industry and is very active in the community, especially in the field of Non Profit Organizations. She has extensive industry knowledge, experience with business development and small business relationship management. Mrs. Melvin has an excellent track record of success implementing customer service, sales and operational strategies to achieve productivity and exceed goals. Mrs. Melvin began her career in Detroit, MI, starting as a teller and worked her way to become Vice President, Financial Center Manager. Before joining First Florida Integrity Bank, Barbara held the positions of Vice President in areas of Small Business Relationship Manager, Senior Business Relationship Manager and Business Development Officer at Wachovia Bank and Wells Fargo Bank.

Mrs. Melvin is very involved in the community in which she works and serves. She is currently involved as a Vice President of the Collier County NAACP, Vice President of the Haitian Coalition of Collier County, Past President/Executive Board Member of Dress for Success, Council Member of the Florida Advisory Council on Small and Minority Business Development, Board Member of Healthy Start, Past President/Membership Chair of Small Business Resource Network, Board Member Small Business Development Center Advisory Board, Committee Member of Champions for Learning and Board Member of Multicultural Community Advisory Alliance.

“I am extremely pleased to have Barbara be part of our banking team. Barbara will be a great leader within our local team, as she brings tremendous banking experience, market knowledge and a track record of providing superior customer service.” said Ron Rucker, Executive Vice President – Senior Loan Officer.

Headquartered in Naples, Florida, First Florida Integrity Bank currently has seven full-service offices and \$1.1 billion in assets as of September 30, 2015. For more information, contact First Florida Integrity Bank at 239-348-8000, or toll free at 877-763-0244 or visit the bank’s website at www.firstfloridaintegritybank.com.