



FOR IMMEDIATE RELEASE

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**FIRST FLORIDA INTEGRITY BANK EXPANDS
FLORIDA FOOTPRINT WITH A NEW LOCATION IN TAMPA, FLORIDA**

Tampa, FL.- July 1, 2014, First Florida Integrity Bank, a Naples based, full-service community bank serving the local banking needs of individuals and business owners, has expanded their Florida foot print with a new location in Tampa, Florida, located at 4404 West Kennedy Blvd in Westshore business district.

The new location will be led by current West Central Florida Regional President, Brian Keenan. Mr. Keenan will guide an experienced staff in the new location. The Tampa Bay team is dedicated to mirroring the strategies implemented in our Naples offices by offering sophisticated financial products and services with superior customer service. We are proud to offer our Tampa Bay customers a full service technology branch.

The Branch Manager for this new location will be Sheri Scherdin. Ms. Scherdin has over 30 years of experience in the banking industry. She has extensive industry knowledge, experience with Consumer and Business Retail Management, Consumer and Commercial Lending and Treasury Services. Also joining the team as Personal Bankers are Patty Ellsworth and Jessica Sherrill.

Brian Keenan remarked, “We are thrilled to open our first location in the Tampa Bay market. Through our loan processing services here, we have seen the need for a strong, community based bank in this area. We will offer the latest banking products, services and technology, as well as providing the Superior Customer Service our customers deserve.”

Headquartered in Naples, Florida, First Florida Integrity Bank currently has seven full-service offices and approximately \$900 million in assets. For more information, contact First Florida Integrity Bank at 813-517-1749, or toll free at 877-763-0244 or visit the bank’s website at www.FirstFloridaIntegrityBank.com.