



**FOR IMMEDIATE RELEASE**

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**FIRST FLORIDA INTEGRITY BANK NAMES JAY BALDWIN  
TO SENIOR VICE PRESIDENT-DIRECTOR OF ASSET BASED LENDING**

**NAPLES, FL.-** March 1, 2017, First Florida Integrity Bank has named Jay Baldwin as Senior Vice President – Director of Asset Based Lending. Mr. Baldwin will be responsible for leading the development of a new lending program for the bank.

Mr. Baldwin will be developing this new lending program which will include factoring, as well as an asset based lending program which will primarily be associated with accounts receivable, inventory and equipment that are used as collateral for loans. First Florida Integrity Bank and the new lending program will be focusing on growth companies primarily in the state of Florida with working capital needs from \$100,000 to \$10,000,000.

Prior to joining First Florida Integrity Bank, Jay worked for Synovus Financial Corporation as a Large Corporate Lender for Florida. Prior to his tenure at Synovus, Mr. Baldwin co-founded Aegis Business Credit, LLC, offering asset based lending, factoring and purchase order financing. He served as President of Aegis from 2007-2014. Earlier experience included Corporate Relationship Manager with Fifth Third Bank and SunTrust Bank in Tampa.

“Jay is a great addition to our team. He has an extensive background in asset based lending and receivable financing. We’re anxious to provide businesses with this financing avenue so they can continue to grow their business and create good jobs in Florida,” said Garrett Richter, CEO – President of First Florida Integrity Bank.

Headquartered in Naples, Florida, First Florida Integrity Bank currently has seven full-service offices and \$1.2 billion in assets as of December 31, 2016. 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](http://www.firstfloridaintegritybank.com).