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FIRST FLORIDA INTEGRITY BANK PROMOTES JOY ROBINSON TO SENIOR VICE PRESIDENT-COMMERCIAL LENDER

NAPLES, FL.- January 12, 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, announced today that Joy Robinson has been promoted to the position of Senior Vice President - Commercial Lender.

Mrs. Robinson is a graduate of the University of Pittsburgh and has over 16 years of experience in the banking industry. She began with First Florida Integrity Bank as a Vice President – Commercial Lender in November 2011. Prior to joining First Florida Integrity Bank, Robinson spent 13 years with Wells Fargo Bank as a Vice President – Senior Business Relationship Manager and at Wachovia Bank as a Vice President – Senior Small Business Financial Specialist.

“I am thrilled for the opportunity to be a part of a cutting-edge and growth-minded company. I look forward to continue to work with the experienced team of bankers to offer our customers the best banking and loan experience.” said Joy Robinson.

“We are excited at the opportunity to promote Joy Robinson to Senior Vice President. Joy has been an integral part of the growth and success of our Commercial Lending Department. Joy and her team have exceeded all expectations as we continue to grow at an accelerated pace. Her leadership and tremendous customer service skills have made her a huge asset to our bank,” said Ron Rucker, Executive Vice President – Senior Loan Officer.

Headquartered in Naples, Florida, First Florida Integrity Bank currently has seven full-service offices and \$991.2 million in assets as of December 31, 2014. 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.

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