



**First Florida
Integrity Bank**

FOR IMMEDIATE RELEASE

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**FIRST FLORIDA INTEGRITY BANK PROMOTES LETICIA ROCHA
TO SENIOR VICE PRESIDENT-DIRECTOR OF RESIDENTIAL LENDING**

NAPLES, FL.- March 17, 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 Leticia Rocha has been promoted to the position of Senior Vice President – Director of Residential Lending.

Ms. Rocha has over 32 years of experience in the banking industry. She began with First Florida Integrity Bank as an Assistant Vice President – Residential Lender in April 2010. Her other previous role with First Florida Integrity Bank includes Vice President – Residential Lender. Prior to joining First Florida Integrity Bank, Rocha spent 32 years with First National Bank of Florida, CNL Bank and Fifth Third bank in Residential and Consumer Lending. Rocha has been awarded the Five Star Mortgage Professional Award the last two years and is also a member of the National Association of Professional Women and NABOR.

“I am thrilled for the opportunity to lead our Residential Lending department as part of a cutting-edge and growth-minded company. I look forward to continue to work with the experienced team of lenders to offer our customers the best banking and loan experience.” said Leticia Rocha.

“We are excited at the opportunity to promote Leticia Rocha to Senior Vice President. Leticia has been an integral part of the growth and success of our Residential Lending Department. Leticia 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 \$1.0 billion 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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