

PEOPLES & COMPANY

CORPORATE COMMUNICATIONS ◊ INVESTOR RELATIONS ◊ MARKETING SERVICES
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NEWS

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FIRST BUSINESS BANK TO CHANGE NAME TO BANK OF SOUTHERN CALIFORNIA

SAN DIEGO, CA – [First Business Bank N.A.](#) (OTC Bulletin Board: FBBN) has announced that the bank will change its name to Bank of Southern California effective Monday, June 28, 2010.

Nathan Rogge, President and Chief Executive Officer of First Business Bank, said, “The process of selecting a new name has given us an opportunity to revisit our vision to be the best business bank in Southern California and to refine our branding and positioning for further growth. The name Bank of Southern California provides a strong identity for future expansion.

“Our name will change,” Rogge added, “but we remain committed to serving the banking needs of the local San Diego business and professional community as well as our clients’ personal banking needs. The new name reinforces our dedication to delivering exceptional, personalized service to each of our clients throughout the vibrant Southern California region.”

Rogge said the name change resolves trademark issues with a bank in the Midwest that also carries the name First Business Bank.

Rogge noted that the company’s website address will be changed from www.fbbank.com to www.banksocal.com on June 28. The trading symbol for the company’s common stock will remain FBBN. He added that there will be no changes in the bank’s ownership, management or operations as a result of the name change.

First Business Bank, which operates offices in Del Mar, Carlsbad and Ramona, had \$124.5 million in assets as of March 31, 2010.

Established in 2001, First Business Bank is locally owned and managed and committed to meeting the financial needs of small and medium-sized companies that make up San Diego’s vibrant business community. Seasoned bankers, with an average of 21 years’ experience, work one-on-one with clients to understand their unique needs and then utilize a full range of business and personal banking services to develop customized banking solutions that contribute to the growth and success of their business. First Business Bank remains one of the

strongest, best-capitalized banks in Southern California, with a growing asset base and loan portfolio. For more information, please visit www.fbbank.com or call (858) 847-4780.

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