

Servis 1st Bank

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ServisFirst Bank Earns Exclusive Endorsement from West Virginia Bankers Association *Receives Seal of Approval for Agent Credit Card Program*

Birmingham, Ala. - [ServisFirst Bank](#), a subsidiary of ServisFirst Bancshares, Inc. (NASDAQ: SFBS), earns exclusive statewide endorsement by **West Virginia Bankers Association** (WVBA) of the agent credit card program offered by ServisFirst Bank.

ServisFirst Bank is a full-service correspondent provider and currently issues cards for over 90 community banks across the country, including many that have recently converted from other agent credit card programs. Through the program, WVBA members will be able to issue credit cards to their customers, both commercial and retail, with their own bank's logo.

The West Virginia Bankers Association Products & Services Corporation approved the endorsement, citing ServisFirst Bank's innovative product offerings, customer service and transparency on pricing. ServisFirst Bank provides a simple, straightforward program that includes credit card marketing and portfolio management services at no cost to American Bankers Association member banks.

"We are excited to be able to offer our members a high-quality agent credit card program through our partnership with ServisFirst Bank. ServisFirst has a proven success record, and I have confidence that they will deliver the same quality of service here in West Virginia that have enabled them to be successful in other states," said Sally Cline, President & CEO of West Virginia Bankers Association.

"We started self-issuing credit cards in 2011 because we weren't satisfied with any of the programs on the market," said Rodney Rushing, ServisFirst Bank, Executive Vice President of Correspondent Banking. "We knew that other banks also wanted a card program focused on customer service and transparency, and that is what we are proud to offer. We are tremendously excited to be able to support the State Banking Associations by offering a program that will help their members offer quality products and solutions to their customers."

ServisFirst Bank is also the exclusive agent credit card program for the American Bankers Association.

For more information regarding the endorsement or to speak to a representative of ServisFirst Bank, please contact Krista Conlin at 205-937-3777. To learn more about ServisFirst Bank, please visit www.servisfirstbank.com.

ABOUT WEST VIRGINIA BANKERS ASSOCIATION

For more than 125 years, the West Virginia Bankers Association has been the voice for West Virginia's banks. Established

in 1891, WVBankers is widely recognized as one of the state's leading trade associations dedicated to creating a positive business climate to benefit the entire banking industry and the communities they serve. No industry is more important to the economy and communities across West Virginia than the banking industry. In communities large and small, banks support local organizations, economic development, the arts, education and many other areas that strengthen our state. To learn more about the WVBA, click [here](#).

ABOUT SERVISFIRST BANK

ServisFirst is a full-service commercial bank focused on commercial banking, correspondent banking, cash management, private banking and the professional consumer market, emphasizing competitive products, state of the art technology and a focus on quality service. Recently, the Bank announced its assets exceed \$9 billion. The Bank offers sophisticated cash management products, Internet banking, home mortgage lending, remote deposit express banking, and highly competitive rates.

ServisFirst Bank was formed in May 2005, and has offices in Atlanta, Birmingham, Charleston, Dothan, Huntsville, Mobile, Montgomery, Nashville, Pensacola, Sarasota, and Tampa Bay. In April 2015 and annually thereafter, ServisFirst Bank has earned investment-grade ratings and a stable outlook from Kroll Bond Rating Agency (KBRA), which measures companies' financial fundamentals. ServisFirst Bancshares, Inc. files periodic reports with the U.S. Securities and Exchange Commission (SEC). Copies of its filings may be obtained at www.servisfirstbancshares.com.