



ServisFirst Bank Earns Exclusive Co-Endorsement from Texas Bankers Association

Receives Seal of Approval for Agent Credit Card Program

BIRMINGHAM, Ala.--(BUSINESS WIRE)-- [ServisFirst Bank](#), a subsidiary of ServisFirst Bancshares (NYSE:SFBS), earns exclusive statewide co-endorsement by the [Texas Bankers Association](#) (TBA) for the Agent Credit Card program offered by ServisFirst Bank.

ServisFirst Bank is a full-service correspondent provider and currently issues cards for over 140 community banks across the country, including many that have recently converted from other agent credit card programs. Through the program, TBA members will be able to issue credit cards to their customers, both commercial and retail, with their own bank's logo.

The TBA Services Company, Inc. (TBASCO) board of directors 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 TBA member banks.

"We are excited to partner with ServisFirst Bank to offer our community bank members a high-quality agent credit card program," states Ben Buehler, President of TBASCO. "This program reinforces the importance of community banks prioritizing and enhancing commercial and retail customer payment relationships."

"We are honored to receive this co-endorsement from the Texas Bankers Association. This recognition affirms our commitment to providing exceptional credit card programs that empower banks to offer high-quality, customized solutions to their customers," states Rodney Rushing, Executive Vice President and Chief Operating Officer of ServisFirst Bank. "ServisFirst Bank prioritizes customer service and transparency, and this program not only meets but exceeds those expectations. We look forward to supporting the members of this esteemed association with innovative financial products."

Bank customers can choose from four types of cards, including a platinum benefits card and a cash back rewards card for both consumers and business customers. ServisFirst Bank also offers a customized purchase card program, which allows a greater amount of control and monitoring for business owners. In addition, ServisFirst Bank provides marketing and portfolio management at no additional cost. [American Bankers Association](#) (ABA) has endorsed the ServisFirst Bank card program since 2018.

This is ServisFirst Bank's tenth state endorsement. The bank also holds endorsements from the Alabama Bankers Association, Georgia Bankers Association, Oklahoma Bankers Association, Oregon Bankers Association, South Carolina Bankers Association, Tennessee Bankers Association, Virginia Bankers Association, Washington Bankers Association, and the West Virginia Bankers Association.

For more information regarding ServisFirst Bank's recent endorsement announcement, please contact Krista Conlin at Krista@KCProjects.net. For more about ServisFirst Bank, please visit www.servisfirstbank.com.

ABOUT TEXAS BANKERS ASSOCIATION

The Texas Bankers Association (TBA), founded in 1885, is America's oldest and largest state banking association. TBA advocates for almost 400 member banks in Austin and Washington, trains more than 20,000 community bankers annually, provides nationally recognized bank services, and invests in Texas communities through financial literacy, scholarships, and charitable activities.

ABOUT SERVISFIRST BANK

ServisFirst Bank is a full-service commercial bank focused on commercial banking, correspondent banking, treasury 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 that its assets exceed \$16 billion. The Bank offers sophisticated treasury 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, Auburn-Opelika, Birmingham, Charleston, Dothan, Huntsville, Mobile, Montgomery, North Carolina, Northwest Florida, Tennessee, Virginia, and West Central Florida. 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.

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