



ServisFirst Bank Earns Exclusive National Endorsement from American Bankers Association

Won Seal of Approval for Agent Credit Card Program

BIRMINGHAM, Ala., Nov. 27, 2018 (GLOBE NEWSWIRE) -- [ServisFirst Bank](#), a subsidiary of ServisFirst Bancshares, Inc. (NASDAQ: SFBS), earns exclusive national endorsement by American Bankers Association (ABA) as the new agent credit card program for ABA. Through the program, ABA members will be able to issue credit cards to their customers, both commercial and retail, with their bank's logo. The card program's implementation fee will be waived for ABA members. ServisFirst Bank won ABA's exclusive seal of approval based on its innovative product offerings, customer service and transparency on pricing.

"This is a significant endorsement for ABA and our members," said ABA President and CEO Rob Nichols. "After a thorough due diligence process, which included extensive feedback from bankers, I am confident we found a best-in-class credit card program that will offer a great combination of value and performance for our members."

ServisFirst Bank is a full-service correspondent provider and currently issues cards for more than 75 community banks, including banks that converted from other agent programs.

"We started self-issuing credit cards in 2011 because we weren't satisfied with any of the programs on the market," said Tom Broughton, ServisFirst Bank President and CEO. "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 enter into this relationship with ABA, which will help us further our goal of helping banks help their customers."

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.

For more information regarding this 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 American Bankers Association

The American Bankers Association is the voice of the nation's \$17 trillion banking industry, which is composed of small, regional and large banks that together employ more than 2 million people, safeguard \$13 trillion in deposits and extend nearly \$10 trillion in loans. Learn more at aba.com.

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 \$7.5 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 Birmingham in May 2005, opened ServisFirst Bank Huntsville in August 2006, ServisFirst Bank Montgomery in June 2007, ServisFirst Bank Dothan in September 2008, Correspondent Banking Division in March 2011, ServisFirst Bank Pensacola in April 2011, ServisFirst Mobile in July 2012, ServisFirst Bank Nashville in June 2013, ServisFirst South Carolina in January 2015, ServisFirst Bank Atlanta in January 2015, and ServisFirst Bank Tampa Bay Region in January 2016. 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 through the SEC's website at www.sec.gov or www.servisfirstbancshares.com.

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Source: ServisFirst Bancshares, Inc.