



ServisFirst Bank Announces Expansion to Western North Carolina

Asheville-Natives to Lead New Market

ASHEVILLE, N.C.--(BUSINESS WIRE)-- [ServisFirst Bank](#), a subsidiary of ServisFirst Bancshares (NYSE:SFBS), announces the expansion into Western North Carolina with the opening of **ServisFirst Bank Western North Carolina**, headquartered in Asheville. Led by two Asheville-natives, **Bryan Boone** joins ServisFirst Bank as Regional President of this new market, and **Tammy Baldwin** will serve Asheville as Business Services Officer.

"We are proud to continue expanding the ServisFirst Bank footprint across the state of North Carolina," states Rick Manley, ServisFirst Bank Piedmont Regional President and CEO. "Bryan and Tammy are two, long-time Asheville bankers that will bring great value to this market and our clients as we grow our services and reach throughout Western North Carolina."

Bryan Boone, *ServisFirst Bank Western North Carolina Regional President*

Bryan Boone joins ServisFirst Bank as ServisFirst Bank Western North Carolina Regional President. As a banking veteran with 22 years of experience, Boone is specifically skilled in commercial lending, small business lending and credit.

Prior to joining ServisFirst Bank, Boone served as Senior Commercial Relationship Manager for TD Bank in Asheville for more than eight of his 12 years with the bank. He also served TD Bank as Commercial Credit Manager and Commercial Relationship Manager. Before that, he began his career with nine years at RBC Bank. Boone graduated from Mars Hill University with a degree in Business Administration, Management and Marketing.

Tammy Baldwin, *ServisFirst Bank Asheville Business Services Officer*

Tammy Baldwin joins the team as ServisFirst Bank Business Services Officer in Asheville. With almost 30 years of professional experience, Baldwin brings exceptional sales and service skills to this role. She is a driven business specialist with expertise in building relationships and retaining small business customers.

In this role with ServisFirst Bank, Baldwin will be responsible for lending and gathering deposits to small business customers, developing client relationships, and assisting in administrative duties as needed.

For more information regarding ServisFirst Bank's expansion into Asheville and the Western North Carolina market, please contact Krista Conlin, Krista@KCProjects.net. For more about ServisFirst Bank, please visit www.servisfirstbank.com.

ABOUT SERVISFIRST BANK

ServisFirst Bank 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 \$15 billion. The Bank offers sophisticated cash management products, Internet banking, home mortgage lending, remote deposit express banking, international banking, and highly competitive rates.

ServisFirst Bank was formed in May 2005, and has offices in Atlanta, Birmingham, Charleston, Dothan, Huntsville, Mobile, Montgomery, Nashville, Northwest Florida, Piedmont, West Central Florida, and Western North Carolina. 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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