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Contact Information:

Lance Greenfield
VP Marketing Communications
210.283.6537
lgreenfield@broadwaybank.com

**Broadway Bank Wins First Place National Award
at American Bankers Association Conference**

SAN ANTONIO, TX, September 24, 2009 – Broadway Bank has received one of the nation’s most prestigious honors for financial marketing by winning an American Bankers Association (ABA) 2009 Financial Marketing Award. Broadway Bank was recently awarded first place for an advertising and marketing campaign in the humor category, competing against other similar banks in the \$1 billion to \$5 billion total asset size division. Consisting of newspaper and radio advertising, the campaign took a light-hearted approach to informing persons about Broadway Bank’s strength and stability within an economically challenging environment.

A panel of financial service marketers and advertising professionals across the country judged each entry based on the execution of the communications strategy, message and positioning, as well as the campaign’s overall results.

Entries were divided into six categories including annual report, brand, customer acquisition and retention, financial education, humor, and impact. Each category was judged according to banks’ asset levels. Entrants included banks, savings and loans, insurance companies, brokerage firms, investment firms, and credit card companies.

“Broadway Bank is truly honored to have received this recognition from the American Banking Association,” said Jim Goudge, chairman & CEO of Broadway Bank. “And we are extremely pleased to be recognized for the creativity and ingenuity that went into this campaign.”

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Broadway Bank Wins First Place National Award... continued

The ABA Financial Marketing Awards were established in 1972 to recognize bank marketing professionals and their agencies for creative excellence.

About Broadway Bank

Broadway Bank was founded in 1941 to serve the San Antonio community. It has evolved from a small neighborhood bank into the largest independently-owned bank headquartered in the San Antonio metropolitan area, and continues to operate as a locally-owned and operated financial institution. Broadway Bank offers a full range of sophisticated financial services including retail banking, private banking, military banking, business banking and wealth management. With \$2 billion in total assets, the highly-rated Broadway Bank and its military division, Eisenhower Bank, operate 38 locations in South Texas and the surrounding area. Visit the Broadway Bank website at broadwaybank.com and Eisenhower Bank at eisenhowerbank.com for more information.

About American Bankers Association

The American Bankers Association brings together banks of all sizes and charters into one association. ABA works to enhance the competitiveness of the nation's banking industry and strengthen America's economy and communities. Its members – the majority of which are banks with less than \$125 million in assets – represent over 95 percent of the industry's \$13.3 trillion in assets and employ over 2 million men and women.

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