



Press Release

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BROADWAY BANK ANNOUNCES NEW BRAND IDENTITY *"We're here for good."*

San Antonio, TX, April 12, 2010 – Broadway Bank recently launched a new brand and positioning line to better reflect its brand identity. The new tagline fully encompasses the Bank's deep local roots and unwavering commitment to customers, local businesses and the communities it serves. The new positioning — *"we're here for good"* — also serves as a descriptor that suits the Bank's time-tested philosophy and operating principles.

"Our new positioning embodies who we are and what we're all about," said Jim Goudge, Broadway Bank chairman and CEO. "Customers can take comfort in knowing that today, tomorrow, and into the future, Broadway Bank will be here doing what we've been doing for the past seven decades — building customer confidence and trust, giving back to our communities, and growing stronger each and every year."

The new brand was launched with an all-employee event to ensure that the Bank's employees were the first to see the new identity and tagline. As the primary customer interface, employees also serve as brand ambassadors who take part in delivering on the brand promise, experience and expectation.

The new advertising campaign launched on April 11th throughout the Broadway Bank footprint in South Central Texas. It provides three pictorial representations and messages on the new brand positioning and attributes. The ad concepts capture strategic messages that include: customer and business support, financial expertise, community involvement and caring for the local communities.

The brand campaign also includes numerous print ads, outdoor advertising, and radio and TV commercials which are airing in all areas the Bank serves, including the Bank's newest locations in Bee Cave and Dripping Springs.

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“While the Bank has changed dramatically since its inception in 1941, the one thing that has never changed is our philosophy – to be here for the good of our customers and local businesses, the communities in which we operate, our employees, and for the future,” continued Goudge. “Because – *‘we’re here for good’.*”

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. With more than \$2 billion in total assets, the highly-rated Broadway Bank and its military division, Eisenhower Bank, operate 38 locations in South Central Texas. Visit the Broadway Bank website at broadwaybank.com and Eisenhower Bank at eisenhowerbank.com for more information.

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