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**SERVISFIRST BANK RECOGNIZED FOR CONTINUED SUCCESS IN
TOUGH ECONOMY IN *BANKNEWS MAGAZINE***

Birmingham, AL– ServisFirst Bank has been recognized as a top performing bank in the U.S. and praised for its continued success in a difficult economy, according to the January issue of *BankNews Magazine*. Leaders of community banking from all over the country were interviewed in the article “Hitting Performance Targets in an Off-Target Economy.” Within the article, ServisFirst Bank was named a top bank in the Eastern United States.

ServisFirst Bank’s President and CEO, Tom Broughton, identified the characteristics that have caused the bank to grow at a tremendous rate, in spite of economic conditions. He credits conservative lending and investment strategies combined with a sense of strong customer relationships.

The issue of BankNews Magazine is out on January 10th. The only other banks mentioned in the “East” category were from South Carolina and Washington D.C. There were no other Alabama-based banks mentioned in the article. To read the article in its entirety, please click [here](#).

ABOUT SERVISFIRST BANK

ServisFirst Bank is a full-service bank focused on commercial 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 benchmark of success of accumulating over \$2.2 billion in assets with no brokered deposits. The bank offers sophisticated cash management products, Internet banking, home mortgage lending, correspondent banking, remote deposit express service 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, and ServisFirst Bank Pensacola in April 2011. More information about ServisFirst Bank may be obtained at www.servisfirstbank.com.

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