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**FOR IMMEDIATE RELEASE**

**FIRST NBC BANK ASSUMES DEPOSITS  
PURCHASES ASSETS OF NORTHSORE'S  
CENTRAL PROGRESSIVE BANK**

New Orleans, LA—November 18, 2011 – It will be business as usual for former customers of Central Progressive Bank as they become customers of First NBC Bank. After the close of business on Friday, November 18, 2011 at 6 p.m., the Louisiana Office of Financial Institutions closed Central Progressive Bank and the FDIC accepted receivership of Central Progressive Bank. All Central Progressive Bank locations will reopen as branches of First NBC Bank at normal banking hours on Saturday, November 19, 2011 and former Central Progressive Bank depositors will be able to conduct banking business as usual.

Central Progressive Bank customers can access their money by writing checks, using ATMs, debit cards or the Internet. Checks drawn on the bank will continue to be accepted. Loan customers should also continue to make their payments as usual.

First NBC Bank announced today that it has entered into a Purchase and Assumption Agreement with the Federal Deposit Insurance Corporation (“FDIC”) to purchase substantially all of the assets and to assume all of the deposits of Central Progressive Bank. Central Progressive Bank has 17 offices located in Denham Springs, Covington, Lacombe, Madisonville, Mandeville, Pearl River, Slidell, Amite, Hammond, Kentwood, Ponchatoula and Bogalusa.

First NBC Bank President and CEO Ashton J. Ryan Jr. said, “We are pleased to welcome Central Progressive Bank customers to the First NBC Bank family and want to assure all customers of Central Progressive Bank that all of their deposits are safe and accessible and that they will have the best financial products and services at their disposal.”

Ryan continued, “As a bank strongly focused on financial strength, relationships and service, we look forward to getting to know our new customers from Central Progressive Bank and to serve their banking needs. We feel that strong banking makes for strong communities and look forward to the opportunity to support the customers of Central Progressive Bank going forward.”

Central Progressive Bank deposit customers will receive a letter providing additional details concerning their accounts and are encouraged to visit First NBC Bank’s website address—[www.firstnbcbank.com](http://www.firstnbcbank.com) or call 1-866-580-2265 for additional information.

#### **ABOUT FIRST NBC BANK:**

First NBC Bank’s assets are almost \$1.8 billion – and it is capitalized with over \$200 million in equity as of the end of third quarter of 2011.

The Bank’s founders, led by New Orleans native and veteran Banker, Ashton J. Ryan Jr., were determined to develop a Community Bank guided by the principals of stability and soundness, building long-term banking relationships, responsiveness to customer needs, high quality service and become an active participant, with credibility, in the communities it serves.

Ryan, along with a highly respected management team, Board of Directors, a strong capital position and extensive local ownership are making a positive impact in the local economy and continue to play a significant role in the rebuilding and revival of communities throughout the region and State.

Even during the recent economic downturn, First NBC Bank never stopped lending and has been applauded for providing financial assistance to small businesses still recovering from the Hurricanes and supplying capital for new small businesses to open their doors. First NBC Bank holds the distinction as an SBA Preferred Lender.

Providing convenient service where customers live and do business can be seen in the geographical footprint of the Bank. At present, there are 13 banking offices throughout the Metropolitan Area including the Historic 210 Baronne Street Main Office location built in 1927. A 14<sup>th</sup> banking location is nearing completion in the City's area known as mid-city at Carrollton Avenue and Canal Street.

First NBC Bank's internal commitment to its employees is also recognized. In four of the years since First NBC Bank was chartered, it has been selected by one of New Orleans' leading business publications "Citybusiness" as one of the "Best Places to Work" in the Metropolitan Area.

Customers who have questions about today's transaction can call the FDIC toll free at 800-234-9027. This number will be operational Friday until 9:00 pm, central; Saturday from 9:00 am to 6:00 pm, central; Sunday from Noon to 6:00 pm; Monday from 8:00am to 8:00 pm central and thereafter from 9:00 am to 5:00 pm, central.

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