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FOR IMMEDIATE RELEASE

PROMÉRICA BANK ANNOUNCES INTERNATIONAL BANKING OFFICER

PROMÉRICA STRENGTHENS LENDING DEPARTMENT WITH INTERNATIONAL BANKING EXPERT

LOS ANGELES, CA 09/02/2008 – PROMÉRICA BANK (OTCBB: PMRA) is proud to announce its most recent appointment of Roberto Ugalde to the position of Vice President and Relationship Manager. Mr. Ugalde comes to us with over 20 years of banking experience in both the domestic and international markets, having worked in the US and Mexico. As the first Latino-owned bank in Los Angeles in over 35 years, this is an important asset for PROMÉRICA BANK. Ugalde’s passion, drive and extensive experience with the Hispanic market make him one of the most talented bankers in the Los Angeles area. Prior to coming to PROMÉRICA BANK, Ugalde held various senior level and business development positions, where most recently he held the position of Vice President – Business Development and Special Projects at Bancomer USA. Along with his expertise in business development and commercial relations, he also brings to PROMÉRICA BANK extensive experience with young banks and has developed and reorganized many of their divisions to create profitability.

“The mission of PROMÉRICA BANK since inception has been to serve the banking needs of the Southern California business community. Considering the region’s international demographics and today’s global economy, Roberto’s ability to develop creative, non-formulaic solutions will serve our business clients well. His skills and experience, combined with our creative resources, such as our *Center of Success*, make a winning combination” stated Chairwoman Maria Contreras-Sweet. “By adding Roberto Ugalde to our team; we are able to strengthen the value that we provide our clients, our shareholders, and our community. Roberto’s extensive experience with the commercial Hispanic market and his philosophy of providing unique solutions to their banking needs, alongside his leadership skills and creativity make him a perfect addition to the PROMÉRICA team”

Ugalde prides himself on his strategic methods to attract business and commercial relations across borders. Mr. Ugalde noted that “PROMÉRICA BANK has spearheaded the efforts to reach the Hispanic market and they have been recognized for their groundbreaking mission and philosophy. I am very proud to be on a team of such accomplished individuals and I will focus on making their corporate vision and strategy into a reality. My goal has been to financially empower the families through their businesses and I will bring my experience with this target group to create for us a more substantial position. PROMÉRICA BANK is an exciting place to work with their consultative approach to banking, which analyzes the whole relationship and then provides the best solution. I look forward to serving the needs of our community and establishing PROMÉRICA as the leading Latino bank.”

Please call the Bank at 213.613.5000 or email BuildingWealth@promericabank.com for further information.

About PROMÉRICA BANK

PROMÉRICA BANK (OTCBB: PMRA), a full service commercial bank, was formed to serve the Greater Los Angeles area business community and ultimately to become the leading financial services provider for women and minority entrepreneurs. As the first Latino-owned business bank to debut in downtown Los Angeles in the past 35 years, PROMÉRICA BANK is dedicated to building family wealth by empowering entrepreneurs with the requisite financial services and capital infusion for the success of their small to mid-size businesses. PROMÉRICA BANK also has a full line of products and services to serve the professional services and non-profit community groups including lines of credit for working capital and term loans for real estate, commercial and industrial projects. PROMERICA BANK has obtained SBA Preferred Lender status. For more information about PROMÉRICA BANK or any of their services, please contact PROMÉRICA BANK at 213.613.5000. PROMÉRICA BANK, a member of the FDIC, is located at 888 South Figueroa Street, Suite 100, Los Angeles, CA 90017, or visit our website at www.promericabank.com.

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