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FOR IMMEDIATE RELEASE

PROMÉRICA BANK Strengthens Cash Management Division

PROMÉRICA APPOINTS NEW VICE PRESIDENT / COMMERCIAL SERVICES OFFICER

LOS ANGELES, CA 08/14/2008 – PROMÉRICA BANK (OTCBB:PMRA) is proud to add top producer, Shamara Vizcarra to its banking team. Ms. Vizcarra has been assigned to the position of Vice President / Commercial Services Officer. She was selected to fill the position because of her extensive experience in Operations and Cash Management Services. Prior to joining PROMÉRICA BANK, Vizcarra spent over 12 years in community banking and quickly rose to the position of Vice President and Central Operations Manager. In her capacity at PROMÉRICA, she will be responsible for originating and managing client relationships while offering them a full range of commercial products to help meet their banking needs. “With her extensive knowledge and high level of experience, she will be a valuable consultant to our clients enabling them to run their businesses more efficiently.” stated Mr. Roberto A. Manzano, SVP and Commercial Services Manger.

Ms. Vizcarra stated, “I am delighted to have joined PROMÉRICA BANK. I was attracted to the bank because of management’s service philosophy and the energetic PROMÉRICA team. I am proud to be associated with an institution that has been recognized for their advancement of the business and non-profit community. I look forward to providing our clients access to capital and financial products in a respectful and consultative environment. I also look forward to bringing my community banking background to help advance PROMÉRICA’s deep commitment to the region and particularly to small businesses including women and minority owned businesses.”

PROMÉRICA BANK has continuously grown since its opening and the addition of Ms. Vizcarra will allow the bank to enhance their efforts of maintaining a level of quality and satisfaction. With the current economic situation, the addition of highly experienced individuals will allow the Bank to continue its strong growth safely and confidently even during these challenging times. Chairwoman Maria Contreras-Sweet added, “Shamara is a great addition to our team, and we look forward to our customers experiencing her high level of professionalism. PROMÉRICA BANK continues to provide new resources and expertise for our community to understand and feel comfortable with banking, and we have demonstrated that through the creation of our *Center of Success* and the new additions to our PROMÉRICA Team.”

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 Latino 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. 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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