

NEWS RELEASE

For immediate release

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INSIGNIA BANK INTRODUCES INVESTMENT SERVICES

Sarasota, Fla. August 23, 2007— Insignia Bank announces the formation of **Insignia Investment Services**, a full-service brokerage firm. “Insignia Bank is pleased to introduce a comprehensive array of investment services as another benefit for our clients. We believe that most clients prefer the convenience of selecting asset management services such as retirement planning, insurance and annuities, and estate planning from the same location as their banking services,” said Charles G. Brown III, Chairman and CEO of Insignia Bank.

Insignia Investment Services is managed by **Tim Self**, Vice President, Investments. Self, formerly a financial advisor with Raymond James and Associates, has been active in the Sarasota business community for over twelve years.

Self received his bachelor’s degree from the University of Kentucky and his MBA from the University of Tennessee. His extensive community involvement includes board service for Art Center Sarasota, the Greater Sarasota Sertoma Club, and the Suncoast University of Kentucky Alumni Club. Self serves on several committees for the Downtown Partnership Association and has coached a variety of local youth sports teams.

Insignia Bank’s main office is located at 333 North Orange Avenue, at the corner of Fruitville Road and North Orange Avenue in Sarasota, FL.; a new branch office at 6145 Exchange Way in Lakewood Ranch is now open. Its primary lines of business include deposit services, commercial real estate lending, residential and commercial mortgages, and investment banking. www.insigniabank.com

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