

# ServisFirst Bank has Joined the Lexington 360 Alliance!

Hello Everyone,

We are pleased to announce that ServisFirst Bank is now a member of our 360 Alliance Team! This provides our clients with relationship-based access to dynamic, customer-focused banking services. The people at ServisFirst Bank understand our business model and agree with us that business is about people with ideas and solutions. They are clearly aligned with our vision and are excited about the role they can play in helping us deliver the Lex-Life experience to our clients.

ServisFirst is a full service commercial bank focused on commercial banking, correspondent 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 assets exceed \$6 billion. The Bank offers sophisticated cash management products, Internet banking, home mortgage lending, remote deposit express banking, and highly competitive rates.

Bradford Vieira is the Executive Vice President and Regional CEO. He served as ServisFirst Bank Nashville President since the expansion of the Bank into Tennessee in 2013. For the past two years, Bradford has been named Power Leader in Finance by the Nashville Business Journal. Under his leadership, ServisFirst Bank was also named a 2017 Best Place to work by the Nashville Business Journal.

We're pleased to have ServisFirst as a member of our Alliance. They are a creative, service-driven partner that will add depth and capability to our team.

Please reach out to Bradford and welcome him and ServisFirst aboard.

Thank you,



Dale E. Veitch, CIMC®  
Founder and Chief Executive Officer



**Bradford Vieira**  
Executive Vice President and Regional CEO