

3711 Tampa Road
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FOR IMMEDIATE RELEASE

June 9, 2008

**Jefferson Bank, Oldsmar, Florida announces
the appointment of James P. Nelson to President**

James P. Nelson, has been elected President / Chief Operating Officer of Jefferson Bank of Florida. Jim also serves as the bank's Senior Lending Officer. He has 30 years of banking experience in the Tampa Bay and surrounding areas. Jim's community service extends to being a Director on the Ruth Eckerd Hall Foundation Board and is a Palm Harbor Fire Commissioner.



Previously, Mr. Nelson served as Executive Vice President, Senior Lender and Area Executive for Synovus Bank, St. Petersburg, Florida from 2004 to 2007. Prior to that Mr. Nelson held the position of Executive Vice President and Senior Loan Officer of Peoples Bank, Palm Harbor, Florida.

Jim's expertise in the banking arena is Commercial Real Estate Loans – couple this with his knowledge of the surrounding area makes Jim a leader in his field. "We generate loans while still offering exceptional customer service and representation on a local level." stated Mr. Nelson. "We are able to provide multiple solutions for nearly every financing requirement of our customers from deposit accounts to sophisticated cash management treasury services such as Remote Capture, Commercial Courier services and Internet Banking," stated Mr. Nelson.

Jefferson Bank is a community bank, founded by a local Board of Directors, owned by local shareholders, and operated by seasoned bankers, all who live in our communities. Our goal is to build long-lasting relationships with our customers by understanding their needs and exceeding their expectations. The bank is focused on serving the entrepreneurs, professionals and residents and actually understands the condition of the local market trends. Find Jefferson Bank on the Web at www.JeffersonBankFL.com.

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