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SMALL BUSINESSES DRIVE LUBBOCK'S ECONOMY

PlainsCapital Bank introduces Free Small Business Checking, Free Checks For Life, and \$5,000 sweepstakes to meet business owners' financial needs

LUBBOCK, TX (August 15, 2005) – Small business is booming. According to the Office of Advocacy, there are more than 23.7 million small businesses in the U.S. (2003), making up a critical element of the U.S. economy because they:

- Represent 99.7 percent of all employers.
- Pay 44.3 percent of total U.S. private payroll.
- Generate 60 to 80 percent of net new jobs annually over the last decade.

Here at home, Lubbock boasts a robust business community with more than 13,000 small businesses. PlainsCapital Bank itself started in Lubbock with just one location and today is the second largest privately held bank in the state with \$2.5 billion in assets. It is the cornerstone of PlainsCapital Corporation, the leading independent financial services company in Texas.

“Small businesses are the foundation of our economy, and they deserve our attention,” said David R. Seim, president of PlainsCapital Bank Lubbock. “We’re proud to work with these business owners who are pursuing the dream of owning their own business, and we’ve designed a bundle of services including online banking and cash management tools to help them remain competitive.”

To address the special needs of these small businesses, PlainsCapital Bank is launching a campaign to ‘Free Your Business’ and to give businesses a shot at winning up to \$5,000. From Aug. 8 through Nov. 30, customers who open a Free Small Business Checking or Business Checking account at any PlainsCapital Bank location in Lubbock will receive “Free Checks For Life,” gain access to a variety of financial services, and be entered into a sweepstakes drawing for five \$1,000 cash prizes.

“We understand that small businesses, and the people who run them, have complex financial needs and little time to spare,” said Seim. “We’re able to meet all of these business and personal banking needs. Offering these accounts is just one more way we support them.”

To better-serve small business customers, PlainsCapital Bank offers a number of advantages over other banks including providing more small business-focused bankers at more locations, along with more ATMs, night deposit drops, and convenient hours. In addition, PlainsCapital Bank is launching a series of seminars that teach customers how to use and maximize the

technology at their disposal such as online payroll, Reverse Positive Pay, and e-statements. The bank's small business customers also have the opportunity to attend monthly luncheons with Seim at the dining room in the flagship location on University.

Lubbock will also be able to hear Seim regularly this fall on KFYO-AM (790). He will be a weekly guest on the popular "Jane Prince-Jones Show," discussing financial matters that impact small businesses and the business community in Lubbock.

In Lubbock, PlainsCapital Bank has 316 employees, operates 10 locations, and is the market leader with \$1.1 billion in local deposits. In January, the eleventh PlainsCapital Bank branch will be unveiled, co-located with a Starbucks at 8th and University just off the Texas Tech campus. This new location will offer the latest in retail bank design and services including extended hours from 6 a.m. until midnight and many self-serve banking capabilities.

For more information call 795-7131 or stop by any PlainsCapital Bank location.

About PlainsCapital Corporation

PlainsCapital Corporation is among the largest privately-held financial services companies in Texas, serving business centers and communities across the state. An integral part of this family of 10 companies, PlainsCapital Bank is the second-largest independent bank in Texas with over \$2.5 billion in assets. Offering a broad array of financial services including commercial and private banking, wealth management, trust, treasury management, capital equipment leasing, residential mortgage, title insurance and 1031 exchange services, PlainsCapital's 1,500 employees are empowered to deliver individualized solutions to ensure their clients' financial success. Find more information at www.PlainsCapital.com.

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**Sources: U.S. Bureau of the Census; Advocacy-funded research by Joel Popkin and Company (Research Summary #211); Federal Procurement Data System; Advocacy-funded research by CHI Research, Inc. (Research Summary #225); Bureau of Labor Statistics, Current Population Survey; U.S. Department of Commerce, International Trade Administration; Dun & Bradstreet Marketplace Data.*