

FOR IMMEDIATE RELEASE

Contact: Annie Westmoreland Wood

214-252-4026, annie.wood@plainscapital.com

PlainsCapital Bank Serves as Presenting Sponsor for the Heart of Dallas Bowl



PlainsCapital Bank Turtle Creek President Ronnie Berg (left) presents a \$150,000 check to the Heart of Dallas Foundation. Accepting the check on their behalf are Heart of Dallas Bowl President Kern Egan (middle) and Heart of Dallas Bowl Executive Director Brant Ringler (right)

DALLAS (Jan. 3, 2014)— PlainsCapital Bank served as presenting sponsor for the Heart of Dallas Bowl at the historic Cotton Bowl Stadium in Fair Park on New Year’s Day. This was the second year in a row PlainsCapital Bank partnered with the Heart of Dallas, an organization that benefits local charities and raises awareness of organizations that positively impact the Dallas community.

“Heart of Dallas’ unique philanthropic platform is unlike any other bowl game,” said PlainsCapital Bank Turtle Creek President Ronnie Berg. “They use net proceeds from sports and entertainment events to give back to the community, making Dallas a better place to live. This aligns perfectly with PlainsCapital Bank’s goal to make a difference in the community and

give back to the areas where we do business. We were honored to partner with Heart of Dallas for the second year in a row.”

The 2014 Heart of Dallas Bowl matched the University of Nevada, Las Vegas Rebels against the University of North Texas Mean Green. UNT defeated UNLV 36-14 in their first bowl game win since 2002.

The main beneficiary of the 2014 Heart of Dallas Bowl was CitySquare, a nonprofit organization that has been fighting poverty in Dallas through service, advocacy and friendship for more than 25 years. PlainsCapital Bank’s sponsorship will benefit CitySquare and other nonprofits committed to eradicating homelessness and poverty in the local community.

###