



PRESS RELEASE

First United Bank receives Two (2) GOLD IBAT Community Banking Awards

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The Independent Bankers Association of Texas (IBAT) announced the 2007 Best of Community Banking Awards competition winners on July 25, 2007. First United Bank was presented with the GOLD Award for Architectural Design as well as the Gold Award for Marketing for bank entries in the "Over \$100 million asset size" category.

IBAT's President and CEO, Christopher L. Williston stated: "This year's entries were excellent and you and your staff are to be commended for the outstanding work you do in your local community. Independent bankers are truly the leaders in coordinating and participating in efforts that enhance and enrich the lives of those in the local community."

First United Bank's entry for Architectural Design included a video presentation of the newly constructed Colonies Banking Center located at 45th and Soncy Road in Amarillo, Texas. The video presentation captured each element of the architecture and told the story of the bank's West Texas Heritage and Brand and how they are being carried out and depicted throughout the architecture of the bank. The presentation won the Gold Award for Architecture.

The Bank's entry for Marketing featured a 3' by 3' wooden scrapbook with the bank's logo burned into the cover as a brand. It included a complete pictorial presentation of the Bank's new Branding Campaign: "Bank Smart. Live Well. Enjoy the Ride." that was implemented in the third quarter of 2006. The scrapbook also included samples of branding and advertising elements used in the campaign including 4 television commercials, radio spots, billboard designs, newspaper and magazine ads, electronic marketing designs displayed on the bank lobby plasma television screens and on the drive thru teller screens, scoreboard designs, posters, web site design, banners, direct marketing pieces, custom branded coffee label designs and much more.

R. Mark Bain, President of Plains Bancorp, Inc. (holding company for First United Bank), noted "From Architecture to Marketing to the entire culture of our bank, we wanted to reflect the spirit of a true West Texas Bank. We are honored that the Independent Bankers Association of Texas has chosen to recognize our efforts."

First United Bank will be recognized at a special luncheon during the Annual IBAT Convention at the Renaissance Worthington Hotel in Fort Worth, Texas on October 2, 2007. In addition, the entries will be displayed during the Convention.

First United Bank, a subsidiary of Plains Bancorp, Inc., reports total assets of approximately \$690 million and currently operates thirteen (13) Banking Center offices in Amarillo, Canyon, Dimmitt, Earth, Lamesa, Littlefield, Lubbock, Seagraves, Seminole and Sudan, Texas.

First United Bank has been serving the financial needs of West Texans since 1907.



The New Star of West Texas