



NEWS RELEASE

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FOR IMMEDIATE RELEASE

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INVESTAR BANK ENTERS LAFAYETTE-AREA MARKET WITH PRIVATE, SMALL-BUSINESS, CONSUMER AND COMMERCIAL BANKING Permanent Location Scheduled to Open in the Fall

BATON ROUGE – Investar Bank today entered the Lafayette area for the first time with the opening of a temporary office at 4023 Ambassador Caffery Pkwy., providing private, small-business, consumer and commercial banking.

“Investar is serious about serving Acadiana,” said Keith Short, the bank’s Lafayette regional president. “We’re proud to extend our community banking model to Lafayette and the surrounding areas because we know it’s the best way to serve the community. Decisions and service are delivered locally by associates who know their customers, understand their needs and focus on helping their customers succeed.

“Plus, Investar’s exceptionally strong capital base means we have the financial strength to serve the credit needs of our customers and provide reassurance to them in today’s economic environment. Combined with a robust line of products and services backed by local service, we’re able to serve the market better than large nationally based banks as well as those much smaller than we are.”

The bank’s permanent branch and regional headquarters, under construction at 4004 Ambassador Caffery Pkwy. across the street from its temporary location, is expected to open in the fall. The first-floor branch in the two-story, 6,570-square-foot building will serve customers with five teller windows; three drive-up lanes, one of which will be dedicated to commercial clients; a drive-up ATM easily accessible directly from Ambassador Caffery; safe deposit boxes; and 35 parking spaces.

Also operating from the permanent location will be experts in mortgage lending, treasury management, and commercial, private, small-business and consumer banking. Offices for Investar’s Lafayette-area management team will be located on the building’s second floor. A total of approximately 20 Investar associates will work from the regional headquarters, including the branch.

With the addition of the Lafayette-area location, Investar has 10 branches serving 4 markets in southeast Louisiana: the Baton Rouge area (2 branches in Baton Rouge, 1 each in Port Allen and Prairieville), Livingston and Tangipahoa parishes (1 each in Denham Springs and Hammond), the New Orleans area (1 in Metairie) and the northshore of Lake Pontchartrain (2 in Mandeville).

[Investar Bank](#), which had total assets of \$400 million at March 31, 2013, provides comprehensive products and services for [businesses and individuals](#). The bank is considered well-capitalized for regulatory purposes, with a Tier 1 Capital Ratio of 11.05%.

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