

NEWS RELEASE

MEDIA INQUIRIES:

Office: (504) 552-2727

Jim Lestelle

Cell: (504) 520-0808

E-mail: jim@lestellecommunications.com

FOR IMMEDIATE RELEASE

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INVESTAR BANK IS ADDING FULL-SERVICE MANDEVILLE BANKING CENTER TO STRENGHTEN ITS NEW ORLEANS-AREA FRANCHISE

Bank's Strong Capital Levels, High-Touch Service and Local Decision-Making Can Help
Businesses and Consumers Meet Their Financial Goals

BATON ROUGE – <u>Investar Bank</u> today announced that it has taken the next step toward building a New Orleans-area franchise with the purchase of a 4,000-square-foot facility in Mandeville, La. The Mandeville location will be a full-service branch, upon regulatory approval, that will meet the needs of north shore businesses and consumers.

This will be Investar's second location in the area to complement its Metairie location, also subject to regulatory approval, announced in early April. Renovation of that location is scheduled to begin next month. Investar also has five <u>branches</u> in Baton Rouge, Denham Springs, Port Allen and Prairieville and a sixth in Lafayette expected to open next year, pending regulatory approval. In addition to business and consumer banking, branch employees will provide mortgage loans, commercial banking and private banking.

"This announcement sends an even stronger signal to the market that Investar is serious about expanding its high-touch, personal service to this important and growing area of southeast Louisiana."

John D'Angelo, President

Investar expects to open the branch, located at 2929 Highway 190 in Mandeville, in early 2013. The office will feature four drive-up lanes, one for commercial clients; a drive-up ATM; safe deposit boxes; parking for approximately 11 customer vehicles; four teller windows; and private facilities for consultative customer service. The bank expects to hire approximately seven employees to serve customers at the new location.

"This announcement sends an even stronger signal to the market that Investar is serious about expanding its high-touch, personal service to this important and growing area of southeast

Louisiana," said John D'Angelo, president of Investar. "Our strong capital levels are reassuring to customers during these challenging economic times, and our products and services are tailored to the markets we serve and delivered by bankers who live in and have strong ties to the community.

"The trend toward doing business locally and not with large financial services companies that are headquartered elsewhere and are focused only on the bottom line is taking hold in southeast Louisiana. Investar wants to be the local bank for local customers, and we look forward to even further growth in this region in the future."

<u>Investar Bank</u>, which had total assets of \$300 million at March 31, 2012, provides comprehensive products and services for <u>businesses and individuals</u>. The bank is considered well-capitalized for regulatory purposes with a Tier 1 Capital Ratio of more than 11%.

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