



**NEWS RELEASE**

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MEDIA INQUIRIES:

**Jim Lestelle**

Office: (504) 552-2727 Cell: (504) 520-0808

E-mail: [jim@lestellecommunications.com](mailto:jim@lestellecommunications.com)

**FOR IMMEDIATE RELEASE**

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**INVESTAR BANK NAMES CAREER BANKER HOLLY A. HIDALGO-DEKEYZER  
AS BATON ROUGE REGIONAL PRESIDENT**

*Growing Community-Based Bank Is Strengthening Its Leadership  
As It Focuses on Serving Clients with Local Knowledge and Local Service*

**BATON ROUGE** – [Investar Bank](#) today announced that Holly A. Hidalgo-DeKeyzer, a career banker with extensive experience serving southeast Louisiana clients and leading growing organizations, has been named regional president for Baton Rouge, the bank’s largest market.

As regional president, Hidalgo-DeKeyzer leads the bank’s Baton Rouge-area branches, deposit functions, client service and growth strategy. In addition, she directs Investar’s community and non-profit outreach for the Baton Rouge region. Hidalgo-DeKeyzer joined Investar when the bank was founded in 2006 and previously served as its chief lending officer and executive vice president, heading up a team of small-business, commercial and consumer bankers who meet the credit needs of clients in Baton Rouge and surrounding areas.

“As Investar grows and expands its local, community-based service to even more clients, Holly will play a key role in that strategy and will ensure that we meet the financial services needs of the Baton Rouge community.”

**John D’Angelo**  
*President, Investar Bank*

“As Investar grows and expands its local, community-based service to even more clients, Holly will play a key role in that strategy and will ensure that we meet the financial services needs of the Baton Rouge community,” said John D’Angelo, president of Investar Bank. “She understands that clients want local solutions and local service, all delivered by bankers who know them best. Supported by the best team of bankers in the region, Holly will help Investar deliver the kind of personalized service that clients expect and deserve.”

Before joining Investar, Hidalgo-DeKeyzer held a number of leadership roles for 18 years at Hibernia National Bank, now Capital One Bank.

She lives and works in Baton Rouge and is chair of the St. Aloysius Child Care Center's planning committee and treasurer of the organization's auction committee and has served in additional leadership roles at the center for years. She is a graduate of the University of Southwestern Louisiana, now the University of Louisiana at Lafayette, Hidalgo-DeKeyzer previously was a nominee for the Woman of Achievement Award given by the YWCA.

Investar currently has five full-service banking [locations](#) serving businesses and individuals: two in Baton Rouge and one each in Denham Springs, Port Allen and Prairieville. Its first New Orleans-area location opens on Dec. 18 in Metairie at 500 Veterans Blvd.; its second, on Dec. 24 at 2929 Highway 190 in Mandeville. A full-service branch serving Lafayette is expected to open next year, pending regulatory approval.

[Investar Bank](#), which had total assets of \$342 million at Sept. 30, 2012, 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 12.07%.

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