



NEWS RELEASE

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FOR IMMEDIATE RELEASE

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**INVESTAR BANK HIRES KEITH SHORT AS REGIONAL PRESIDENT
TO LAUNCH NEW LAFAYETTE MARKET PRESENCE
*Career Executive Also Will Introduce New Private Banking Division
to All of Investar's Markets***

BATON ROUGE – [Investar Bank](#) today announced that it has hired career banking executive Keith Short to launch its new Lafayette, La., market as regional president and to lead its new private banking division throughout Investar's franchise.

The bank, which is growing quickly in southeast Louisiana, expects to open its first branch in the Lafayette region in September, pending regulatory approval. This expansion follows Investar's recent entry into the New Orleans and northshore area with the opening of one branch in Metairie and another in Mandeville and the pending acquisition of First Community Bank, with one branch in Hammond and another in Mandeville. As a result, Investar will have a total of 10 branches throughout the Interstate 10/12 corridor serving businesses and individuals with high-touch, local community banking.

Short joins Investar from Iberiabank, where he served as president of the bank's Naples, Fort Myers and Keys markets in Florida. Prior to establishing those markets, he introduced Iberia to the Baton Rouge region and, as Baton Rouge president, grew it from a single temporary branch to a successful multi-branch franchise. While working for Iberia in Lafayette, he also was chosen to reposition the bank from its traditional savings and loan structure to a commercial bank franchise. His 24-year banking career also includes leadership roles at Bank One, now Chase, and Hibernia National Bank, now Capital One Bank.

"As Lafayette regional president, Keith will assemble and manage a team of local bankers who understand Acadiana and its economy and serve customers with the kind of exceptional service possible only through a community bank like ours," said John D'Angelo, President and CEO of Investar. "We look forward to his energy and enthusiasm as we develop relationships with Lafayette-area customers and introduce private banking in all of our markets."

Short pointed out the importance of the Lafayette area in Investar's expansion plans.

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“This is a vibrant market filled with an entrepreneurial spirit that is the envy of bankers everywhere,” he said. “For small businesses, larger firms, homeowners and families, Investar will impress Lafayette with its attention to detail and local decision-making. That’s a banking model that always works best for customers, and it’s one that forms the basis for Investar’s customer promise. My family and I are excited for the opportunity to return to such a great community.”

A native of Baton Rouge, Short holds an advanced degree from the Southwestern Graduate School of Banking at Southern Methodist University in Dallas, a master’s degree in business administration from Loyola University in New Orleans and a bachelor’s degree from Louisiana State University (LSU) in Baton Rouge.

He currently serves as a director of the Louisiana Oil and Gas Association and a member of the advisory council of LSU’s honors college. Among other community organizations with which he has been affiliated are Leadership Lafayette (class of XV), the Performing Arts Society of Acadiana (chair), the United Way of Acadiana (finance committee member), the Bishop’s Charity Gala (co-chair) and FoodNet (director). He previously was named to the *Baton Rouge Business Report* “Forty Under 40” list, received the Bishop Michael Jarrel Medal of Honor from the Archdiocese of Lafayette and is a graduate of Leadership Louisiana.

[Investar Bank](#), which had total assets of \$375 million at Dec. 31, 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 11.55%.

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