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**Pacific Alliance Bank Enters 2nd 5-Years Profitably
and appoints new President & CEO**

Rosemead, Calif. (February 2, 2012) --Serving the growing business market in the San Gabriel Valley and Southern California, Pacific Alliance Bank opened its headquarters in Rosemead December 27, 2006, and continues as the only bank headquartered in the city.

Pacific Alliance Bank has achieved success, notwithstanding the negative economic environment of the last four years, continuing as “well capitalized” and earning \$619 thousand in 2011, while achieving total assets of \$116.5 million and servicing an additional \$30.9 million of sold SBA loans. PAB has focused on conventional and SBA small business lending, while becoming a quality community banking depository institution.

To continue with this success during the next period of the Bank’s growth, **Andrew Su**, PAB Chairman, announces the appointment of its second President & CEO, **Joseph Chou**. Andrew Su noted “that Joseph Chou is well qualified and well positioned to lead the Bank’s Management during its next period of service, growth and profitability”.

Retiring President & CEO and one of the Bank’s Organizers, **Robert Oehler**, joined Andrew Su in leading this change. Robert Oehler is remaining active with the Bank as Vice Chairman of its Board of Directors and Chairman of its Directors’ Loan Committee and its Directors’ Asset-Liability Committee. He continues as a member of the Bank’s Executive-Compensation Committee.

Joseph Chou, from Taiwan, brings with him a rich background of both public service and commercial banking experience in Taiwan and the U.S. Having an MBA from City University of New York, he served as the Commercial Attaché of the New York Chinese Investment & Trade Office of the Republic of China, handling foreign direct investments into Taiwan. He served as Toronto Dominion Bank’s Credit Officer of its Taipei Branch in 1978, continuing his banking career, which includes becoming President & CEO of CTC Bank of Canada in 1999 and also of Texas First National Bank in 2004. Joseph Chou mentions “he will be a good fit for Pacific Alliance Bank, with his extensive managerial experience and his specialty of engaging in C & I, asset based, and trade finance lending. Under the leadership of Andrew Su, the Board, and the CEO, the Bank’s business will grow a lot as Spring comes in this new year of 2012.”

Small to mid-size businesses that seek a full-service commercial bank ready to meet their needs with personalized and customized services need look no further than Pacific Alliance Bank on East Valley Blvd. While growing, PAB continues its focus of a small bank that works to create a personal style banking relationship with each business, its owners, key employees and extended families. Joseph Chou says: “Pacific Alliance Bank is well positioned to serve the growing number of Asian-owned businesses in the San Gabriel Valley, particularly Chinese-owned businesses.”

Pacific Alliance Bank invites its clients and investors and community friends to attend open house at 8400 E. Valley Blvd. in Rosemead on Thursday, February 16, 2012 from 5:00 p.m. to 7:00 p.m. Refreshments will be served. RSVP to Patricia Yang at (626) 773-8897 or pyang@pacificalliancebank.com.

Pacific Alliance Bank is a full-service FDIC insured community bank. For more information, visit www.pacificalliancebank.com.