



PRESS RELEASE

FOR IMMEDIATE RELEASE

The Private Bank of the Peninsula Names Curtis A. Burr to Board of Directors

Palo Alto, CA – January 3, 2005 – The Private Bank of the Peninsula (OTC: PBPC), the newest full-service commercial bank on the mid-Peninsula, today announced Curtis A. Burr has joined its Board of Directors. He is a founding Partner in Burr, Pilger & Mayer, an accounting and business consulting firm which also has wealth management services for individuals and families. Founded in 1986, the firm has offices in Palo Alto, San Francisco, and Walnut Creek and over 150 professional and support staff.

Mr. Burr has over twenty-five years of experience advising clients in a wide range of industries, including agriculture, natural resources, insurance, construction, real estate and professional services. More recently he has concentrated on the tax and valuation aspects of business acquisitions and dispositions, and succession planning. He also advises on retirement planning, estate and wealth transfer planning.

He is a Member of the Board of Directors of the Boys and Girls Club of San Francisco, Chair of the Board of Trustees of Golden Gate University, and an Adjunct Professor at the Graduate School of Business at Golden Gate University. He is also a Certified Valuation Analyst, and is Accredited in Business Valuation by the AICPA.

"We are delighted to have Curtis join our Board of Directors. His extensive financial expertise will help us continue to position our Bank as the top provider of quality banking services in this area," said James C. Wall, Chairman of the Board and CEO. "We are also very impressed with his firm's involvement and support of the local communities they serve. In that commitment, BPM and our Bank have strikingly similar philosophies."

About The Private Bank of the Peninsula: The Private Bank of the Peninsula is dedicated to meeting the complex financial needs of individuals, professionals, and local businesses. The Private Bank of the Peninsula provides a full complement of banking services delivered by experienced, professional bankers and some of the most current technology. Please visit The Private Bank of the Peninsula on the web at www.the-private-bank.com.

For further information contact:
James C. Wall, Chairman & CEO
650.843.2201
Jim.Wall@The-Private-Bank.com

Forward Looking Statement: Certain matters discussed in this press release constitute forward looking statements within the meaning of the Private Securities Litigation Reform Act of 1995, and are subject to the safe harbors created by that Act. These forward looking statements relate to the Company's current expectations regarding future operating results and growth in loans, deposits, and assets. These forward looking statements are subject to certain risks and uncertainties that could cause the actual results, performance or achievements to differ materially from those expressed, suggested or implied by the forward looking statements. These risks and uncertainties include, but are not limited to: (1) the impact of changes in interest rates, a decline in economic conditions and increased competition among financial service providers on the Company's results of operations, (2) the Company's ability to continue its internal growth rate, (3) the Company's ability to build net interest spread, (4) the quality of the Company's earning assets, and (5) government regulations.

#####