

# The Private Bank

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## PRESS RELEASE

### Georgie Gleim Appointed to The Private Bank's Board of Directors

Palo Alto, CA –December 4th, 2006 – The Private Bank of the Peninsula announced today that Georgie Gleim, President of Palo Alto's Gleim The Jeweler, has joined the Bank's Board of Directors.

“Georgie Gleim is not only an outstanding local business woman, but she is also a powerful and supportive resource for many of our community service projects,” said Hugh Barton, Chairman of the Board. “ We want Georgie to share her experiences and energy with us as we evolve and grow for our customers,” Barton added.

Ms. Gleim has worked at the University Avenue store since 1971 and is very active in Palo Alto's retail and downtown association community. Gleim The Jeweler is one of the premier family-owned, independent jewelers in the United States. Established 75 years ago, Gleim The Jeweler operates three stores located in downtown Palo Alto, Stanford Shopping Center and Los Altos.

“I have known Georgie for many years and she has proven herself to be a person who gets involved and gets things done. She brings significant experience in both the business and philanthropic communities in Palo Alto. She is a leader in the community and will be a contributor to our bank's success.,” said Mark D. Mordell, President of California Bavarian Corporation (a specialized real estate investment company) and Bank Director.



“The fact that the Board is recruiting local business people underscores their focus on the local community,” said Ms. Gleim. “The Private Bank wants to be the best community bank. I find that appealing, and look forward to learning more about our community through my work on the Board.”

In addition to her over thirty years of retail jewelry experience, Ms. Gleim is on the Advisory Board of the Palo Alto Downtown Business and Professional Association and a Board Member of the Palo Alto Historical Society. She is a member of the Palo Alto University Rotary Club and is past Chairman of the Board of the Palo Alto Chamber of Commerce. She is former President and current Board Member of the American Gem Society, and sits on the Executive Committee of the Jewelers of America. Ms. Gleim resides in Palo Alto, as she has most of her life.

*The Private Bank of the Peninsula is headquartered in Palo Alto, California. The Private Bank focuses on the banking needs of small and medium sized businesses, entrepreneurs and business leaders, non-profit organizations and individuals within the communities it serves.*

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