

# The Private Bank

• o f t h e P e n i n s u l a •

Contact: Rob Holden, President  
(650) 843-2203

FOR IMMEDIATE RELEASE

## PRESS RELEASE

### Mark Mordell named The Private Bank's Chairman

Palo Alto, CA – February 5, 2007 – The Private Bank of the Peninsula announced today that Director Mark D. Mordell was elected to the additional role of Chairman of the Board, succeeding Hugh P. Barton who has reached the Board's self imposed age limit of seventy-five. Mr. Barton, a founding Director of the Bank has agreed to stay on the Board through its May, 2007 Shareholders' Meeting.

"Mark was the unanimous choice of the Board of Directors to succeed me. It is with great admiration for Mark, and for his leadership talents and business experience, that I vacate the board chair to him. He has been a vigorous leader in the restructuring of and thus, the growth of the Bank," Barton stated.

"His energy, leadership and team building skills have proven invaluable since joining our Board," offered Clifford G. Rudolph, founding Director of the Bank and Managing General Partner of Equity Venture Partners, LLC. "Mark's significant experience in both the Financial Services and Commercial Real Estate sectors coupled with his community service involvement and leadership make him a natural to head our community-oriented Bank's Board of Directors," added Rudolph.

Mr. Mordell is Founder, Chairman and President of California Bavarian Corporation (CBC) a commercial real estate investment, development and property management firm headquartered in Palo Alto. Prior to starting CBC in 1992, Mr. Mordell served as Vice President and Chief Financial Officer for Pacific Real Estate Investment Trust (PREIT) a privately traded real estate investment trust based in Menlo Park. Before joining PREIT, he was Regional Vice President for Equitec Financial Group, an Oakland, California based diversified financial services corporation with an asset base in excess of \$1 Billion.



"I am honored by the confidence my colleagues have in me and look forward to working together with our Board and management to make The Private Bank the dominant community bank in Palo Alto," stated Mr. Mordell.

Additionally, Mr. Mordell is a licensed California real estate broker; a former member of the Stanford University Athletic Board; a member and former Director of the Palo Alto University Rotary Club; and a member of various committees for Stanford University and other local community organizations. Mr. Mordell earned an AB Degree in Economics from Stanford University and resides with his wife and family in Portola Valley.

*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.*