



*The Private*  
**BANK of the PENINSULA**

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FOR IMMEDIATE RELEASE

PRESS RELEASE

## **The Private Bank of the Peninsula Goes Green**

Palo Alto, CA – January 12, 2010 – The Private Bank of the Peninsula is pleased to announce that it is now a Certified Green Business, after recently completing the Green Certification Program through Bay Area Green Business. Thanks to the efforts of Senior Bank Operations Manager, Gina Stephens, who partnered with Wave1Palo Alto's Nancy Player, the Private Bank is now also a part of Palo Alto's GreenWaste Program.

The Green Certification Program is a volunteer program for small to medium sized businesses to become certified and recognized for conserving water and energy, minimizing waste, preventing pollution and reducing their carbon footprint. To become certified, a business must pass a series of audits that involve garbage, lighting, and water. In just a few short months, project coordinator Gina Stephens estimates that the amount of trash produced on an everyday basis has been reduced by 85%--largely due to the City of Palo Alto's reorganization of their garbage/recycling program to include compostable materials and once-unable-to-be-recycled items such as printer toner, computer keyboards and plastic shopping bags.

Nevertheless, the simple fact that banking has and will continue to be a paper-laden industry for some time presents its own challenges. "We always encourage our clients to opt for receiving their account statements electronically," Ms. Stephens shares. "But, we need to be more proactive to move forward to a place where clients can access and securely store all bank documents electronically." Thanks to Stephen's initiatives, the Bank is in the process of printing all brochures on recycled paper—just one aspect of an ongoing commitment to reduce paper consumption.

GreenWaste of Palo Alto is a locally based and privately owned company, dedicated to the development of innovative and cost-effective solutions for the everyday environmental challenges related to solid waste. GreenWaste is partnering with the City, its residents and businesses in their commitment to become a Zero Waste community by 2012 where, in addition to recycling and composting, materials are reused or reintegrated so nothing is wasted. For more information on GreenWaste services please visit [www.greenwaste.com/paloalto](http://www.greenwaste.com/paloalto). Also, if you're looking to partner with a local organization that can assist your business make more environmentally-conscious decisions, please visit <http://www.waveonepaloalto.org/>.



### ***About the Bank***

*The Private Bank of the Peninsula, a subsidiary of Peninsula Bank Holding Co. (OTCBB:PBKH), is headquartered in Palo Alto, California. The Private Bank focuses on the banking needs of businesses, entrepreneurs and business leaders, not-for-profit organizations and individuals in the greater San Francisco Bay Area. A true community bank with a team of veteran bankers, The Private Bank offers access to senior level decision-makers who are dedicated to helping clients with all their banking and financing needs. Personalized, responsive, exceptional service is The Private Bank of the Peninsula's standard.*

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