

FOR IMMEDIATE RELEASE

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## **CNBS Financial Group, Inc. acquires HomeBanc name for banks and mortgage offices**

*Community National Bank of the South to become HomeBanc*

TAMPA, Fla. – Some corporate brand names are just too appealing to simply fade away, as evidenced by the acquisition of the name **HomeBanc** by the Tampa-based bank holding company **CNBS Financial Group, Inc.**, which plans to use the HomeBanc name for its current and future banks and loan-production offices. The announcement was made today by **Jerry Campbell**, Chairman, President and CEO, CNBS Financial Group.

CNBS Financial Group has acquired the name from the previous Atlanta-based HomeBanc Corporation, which closed its mortgage-loan business in August, 2007. During its existence, HomeBanc Corporation shares were traded on the New York Stock Exchange. CNBS Financial Group and HomeBanc Corporation came to an agreement that included granting to CNBS Financial Group all rights to the HomeBanc name and transferring the rights to its website domain address of [www.HomeBanc.com](http://www.HomeBanc.com).

“All of us in our company really liked the name HomeBanc,” said Campbell. “Although the previous company wasn’t a bank but rather a leading residential lender, we knew it was highly regarded and had a positive name. It had earned inclusion on *Fortune’s* “100 Best Companies For” list and established a company culture consistent with ours – achieving a ‘Great Place to Work’ for employees and offering outstanding service for customers.

“We want all of our customers to feel at home when interacting with us, and everything we do is geared toward being their home bank” said Campbell. “Every customer is assigned a personal banker, who gets to know each person well, at a branch near their home in a warm home-like environment that makes them feel special when they do business with us. This is what makes our bank distinctive, and we are really excited to call it HomeBanc to reflect how we operate and what we represent.”

(more)

CNBS Financial Group raised \$49 million in 2007 to build and grow the de novo bank **Community National Bank of the South** and a proposed savings bank in Lakewood Ranch. The company has grown to include loan-production offices in Tampa, Lake Mary, St. Cloud, Brandon and Largo. The Lakewood Ranch branch will open in the spring and a new branch in Bonita Springs will open later in the summer, according to Campbell.

The HomeBanc name will be marketed by the bank throughout Florida through, among other ways, LPGA player **Brittany Lincicome**, a Seminole, Fla., resident and one of the top-ranked female golfers in the world. Lincicome will help the HomeBanc name achieve visibility throughout the United States and abroad by wearing the HomeBanc logo on the front of her golf shirts and sweaters while competing on the LPGA tour. She also will be used in select bank promotions in the future.

“We are thrilled to have Brittany Lincicome on the HomeBanc team,” said Campbell. “She represents the same high-quality traits we seek in our employees, including positive attitude, strong work ethic, interpersonal skills and a great record of success.”

The corporate headquarters of CNBS Financial Group is located on the 41<sup>st</sup> floor of the Bank of America Plaza building at 101 E. Kennedy Blvd. in downtown Tampa. More information on HomeBanc can be found at [www.HomeBanc.com](http://www.HomeBanc.com).

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