



PRESS RELEASE

For Immediate Release
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941/306-0105

Gateway Bank of Southwest Florida Introduces *Quality Service Guarantee*

Independent Community Bank Paying Cash If Service Promises Aren't Kept

September 30, 2009 – (Sarasota, Florida) – Gateway Bank of Southwest Florida has promised customers exceptional service and the bank has launched a unique program to back up this promise, according to Gateway President and CEO, Shaun P. Merriman.

“Recent surveys by consumer groups continue to find consumers view the delivery of even the most basic banking services to be sub-par,” stated Merriman. “Further, customers perceive banks to be apathetic as it relates to responsiveness, reliability, basic etiquette and accuracy.”

Gateway Bank has developed a customer service program called the *Quality Service Guarantee* to demonstrate to customers the bank is serious about providing superior customer service. Under this program the bank will pay customers for an incident where an error is made by the bank or service does not meet expectations. Among the incidents where the bank guarantees customer satisfaction are: company ATM being out of service; extensive wait time for service; error on a customer statement; lack of responsiveness; an encoding or posting error on a customer transaction or lack of courtesy and professionalism.

“As an independent community bank, the promise of superior service is one of the major advantages we offer prospective customers,” stated Merriman. “By offering the *Quality Service Guarantee* we are demonstrating to our customers our confidence in our service delivery and the seriousness with which we treat the promises we make.”

The full *Quality Service Guarantee* is outlined on the Gateway Bank website at www.gatewaybankswfl.com. The bank makes every customer aware of the *Quality*

Service Guarantee at the time of account opening and provides a brochure outlining the situations under which a customer will receive a payment under the program. Payments are made in the form of deposits into customer accounts.

About Gateway Bank of Southwest Florida: Gateway Bank of Southwest Florida is an independent community bank serving business and personal banking customers in Sarasota and Manatee counties.

Gateway Bank operates a full service banking location in the Center Pointe Plaza at 2033 Main Street in downtown Sarasota, one block east of South Washington Boulevard. The bank will soon relocate to 1100 South Tamiami Trail at Bahia Vista Street. The bank opened a second banking location in downtown Bradenton on Manatee Avenue West in August 2008. A third full service banking center is located at 6204 N. Lockwood Ridge Road at the intersection of University Parkway.

The shareholders and directors of Gateway Bank of Southwest Florida are primarily residents of Sarasota and Manatee counties. The founding Board of Directors includes: Charles J. Bartlett - Icard, Merrill, Cullis, Timm, Furen and Ginsburg, PA; Dr. Gary K. Bockhold – Center for Sight; Dr. P.T. “Bud” Fleuchaus – Gateway Financial Holdings of Florida, Inc.; David J. Grain – Grain Communications Group, Inc.; David K. Maholias – Gateway Financial Holdings of Florida, Inc.; Shaun P. Merriman – Gateway Bank of Southwest Florida; Gavin W. Meshad – JWM Management, Inc.; Katherine K. Moulton – The Colony Beach & Tennis Resort; Wayne M. Ruben – Ruben-Holland Development, LLC; and David E. Sessions, Willis A. Smith Construction, Inc.

Further information regarding Gateway Bank of Southwest Florida may be obtained by contacting Shaun P. Merriman, President and CEO at 941/306-0105.

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