



Balita Weekend, Sat. - Fri., May 12-18, 2012

California Bank & Trust announces new financing program for minority-owned businesses

California Bank & Trust (CB&T) has announced a new business financing program focused on minority-owned businesses in California during a special launch event held last April 12 at the Hilton Los Angeles-Universal City (555 Universal Hollywood Dr. Universal City, CA 91608).

In a celebratory exhibit at the Universal Hilton, friendly California Bank & Trust staff from the Long Beach headed by branch manager Marva Lewis offered visitors a chance to look at the opportunities of the new financing program that is geared towards small businesses, particularly those owned by minority ethnic groups. Lewis, an African-American who captivated the audience with her radiant smile, handed out brochures about the bank's various financing services to business owners, while also giving them some "treats" like pens and jump drives.

Lewis said the bank's participation in the Universal Hilton exhibit shows the commitment that California Bank & Trust is known for and as a way of reaching out to the community. She added that despite the unfavorable economic conditions the country is facing, there are ways that businesses can take advantage of and even defeat this very crisis and that California Bank & Trust is here to help them realize that possibility.

Consultant of Ibarra Strategy Group (ISG). Prior to her work with ISG, Norma served as Executive Director



Betty Rengifo Uribe, Executive Vice President, California Bank & Trust

of the Office of the Census 2010 in the Office of Los Angeles Mayor Antonio Villaraigosa. Norma developed a citywide educational and community outreach campaign that resulted in the highest Census mail participation rate than any other comparable city. "Betty and Norma's combined leadership will ensure that we have an extraordinary and successful conference," says Robert E. Bard, president & CEO of Latina Style, Inc.

Through the TEAM program, California Bank & Trust provides tools, resources, access to financing, knowledge and expertise to help minority-owned businesses

Earlier, California Bank & Trust said the new TEAM program, which represents "Tools, Education, Access and Mentoring," in affiliation with Latina Style, Inc., and the Anna Maria Arias Foundation, whose work ensures the growth, reach and impact of Latina entrepreneurs nationwide by providing programs, services and resources that help Latinas establish successful businesses.

According to CB&T, the TEAM initiative strengthens the bank's longstanding commitment to identify the unique economic needs of the communities served by the bank and to focus on meeting the needs of businesses through community-specific lending initiatives.

"California Bank & Trust's TEAM initiative is a comprehensive approach designed to address the issues faced by many minority business owners, especially access to financing," said Betty Rengifo Uribe, California Bank & Trust Executive Vice President. "Access to capital is the number one impediment to the growth of small business owners. Our goal is to show them what they need to qualify and get them the financing they need to help their businesses succeed. At California Bank & Trust, we take great pride in our connections to community. Through our network of highly experienced, professional bankers, we can provide expert guidance to minority- and women-owned businesses, giving them the help they need to grow, thrive and become a valuable part of their communities."

California Bank & Trust will address the needs of the state's Latina business population and other minorities as a first effort under the TEAM program. According to the latest U.S. Census data, Latina-owned businesses are the fastest growing segment of small businesses in the country and Latinas control 30 percent of the 1.4 million companies owned by minority women in the United States.

Betty Uribe herself has owned and managed three businesses in Southern California and one in South America, and has employed an entrepreneurial vision in her work-life. Co-chairing the conference with Uribe is Norma Vega, Senior Advocacy and

make informed decisions and to overcome challenges in getting access to financing. The bank provides business owners with access to trained and experienced commercial lenders who understand the needs of businesses. California Bank & Trust also provides local decision-making, closer to the customer, which means that the bank understands the customer better and can

respond faster.

"California Bank & Trust and Latina Style are working together toward a goal of helping Latina and other minority entrepreneurs gain access to the financing they need for their businesses to succeed," said Uribe. "Through the TEAM program, we hope to reach \$100 million in financing for minority-owned small businesses throughout California."

About California Bank & Trust

California Bank & Trust, a subsidiary of Zions Bancorporation (NASDAQ: ZION), is one of the largest banks headquartered in California with over \$10 billion in assets and more than 100 branches statewide. CB&T provides a full array of financial solutions for businesses and individuals, including commercial lending, small business lending, SBA financing, cash management, international banking and wealth management.

The professional bankers at CB&T are backed by major resources, yet maintain local decision-making authority and regional market and industry expertise.

They are committed to providing clients with valuable business and economic insights and to connecting them with the beneficial business relationships they need to succeed. CB&T, as part of Zions Bancorporation, is a proud recipient of 14 Greenwich Associates 2010 Excellence Awards in banking. To learn more, visit www.calbanktrust.com or call (800) 400-6080.