



PlainsCapitalBank.

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PlainsCapital Bank Celebrates Weslaco Grand Opening, Showcases Innovative Features Tailored to RGV Market



WESLACO, TX (March 7, 2017) – Demonstrating its commitment to the Mid-Valley region, PlainsCapital Bank hosted a grand opening reception and ribbon cutting ceremony on Thursday, March 2, 2017, at its new, 8,000-sq.-ft. location at 911 W. Expressway 83 in Weslaco. In attendance were a number of key public officials and business leaders from the area including Weslaco Mayor David Suarez, County Commissioner David Fuentes, and Chamber of Commerce Chief Red Coat Ambassador Darryl Smith who joined members of PlainsCapital’s senior executive team, including President and CEO Jerry Schaffner and Rio Grande Valley Chairman Robert Norman, in honoring the significance of the occasion.

“This new branch not only represents our belief in the region’s growth, but our long-term commitment to the Mid-Valley communities,” said Schaffner. “Great thought and customer considerations went into the planning and development of this location with the intent of conveying the message that PlainsCapital is determined to be a dedicated partner and difference-maker.”

The spacious new branch was designed to offer an enhanced banking experience, combining innovative

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technology with added services and features specifically tailored to the needs of PlainsCapital's Weslaco customers, such as walk-up and drive-thru ATM machines, an outside walk-up teller window, and five accompanying drive-thru teller lanes which feature interactive video screens that enable customers to see and communicate with the bank tellers.

"We're very proud of the enhanced customer experience and services we are now able to offer, from the increased number of teller lanes to the addition of our outside walk-up teller window, enlarged parking area and overall improved traffic flow," said PlainsCapital Bank Weslaco Senior Vice President Jesse Santana.

In constructing the new facility, PlainsCapital incorporated several elements that reflect the Bank's commitment to sustainability, including utilizing energy efficient and locally sourced materials. To contribute to the warm and inviting interior design, PlainsCapital repurposed many of the Spanish Colonial architectural elements from its previous Weslaco location.

"There is nothing more important to us than keeping our customers at the center of everything we do," said Santana. "The new PlainsCapital Weslaco branch was designed to allow us to provide the high-quality service, customized banking solutions and expert financial advice that this vibrant and growing region deserves."

PlainsCapital Bank Weslaco is one of 14 PlainsCapital branches in the Rio Grande Valley and features a full complement of personal and business banking as well as commercial lending services.

About PlainsCapital Bank

As of June 2016, Dallas-based PlainsCapital Bank, the sixth-largest Texas headquartered bank by deposit market share, operated 63 Texas branches with more than 1,200 employees providing highly personalized relationship banking through a single point of contact. Offering commercial lending, treasury management, small business banking, private banking, and trust and wealth management services, PlainsCapital Bank empowers responsive, local decision-making in each of its major markets: Austin, Corpus Christi, Dallas, El Paso, Fort Worth, Houston, Lubbock, the Rio Grande Valley and San Antonio. PlainsCapital Bank is a wholly owned subsidiary of [Hilltop Holdings](#) (NYSE: HTH). Find more information at [PlainsCapital.com](#). *Source: June 2016 SNL Financial*

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