



Press Release

Alpine Capital Bank Announces Website Launch

NEW YORK, May 11, 2011—Alpine Capital Bank is pleased to announce the launch of its newly redesigned website at www.alpinecapitalbank.com. With a modern, sophisticated design, the new site embodies the Bank's recent comprehensive rebranding efforts. To design the site, Alpine chose to work with Creative:Mint, a high-end, boutique branding and advertising agency with offices in New York City and San Francisco.

The site outlines Alpine's client-centric approach to commercial banking, and gives visitors transparent access to the Bank's financial statements, press releases, and newsletters. In addition to informative content, the site links directly to Alpine's online banking portal to enhance the client user experience. "Alpine initiated the website redesign to address the growing needs of our clients. Our online visitors will find a more vibrant, cohesive view of Alpine's products and services," shares David Aboodi, President and CEO of Alpine Capital Bank.

About Alpine Capital Bank

Alpine Capital Bank, a New York centric commercial bank, specializes in private banking services for high net worth individuals. State chartered and FDIC insured, Alpine offers traditional deposit accounts, including checking, NOW checking, money market, and time deposit (CD) accounts. In addition to quality transactional services, Alpine provides both conventional and creative lending solutions. Known for elevating private banking since 2000, Alpine delivers executive level oversight and truly personal attention to all current and prospective clients. Alpine Capital Bank's offices are located at 680 Fifth Avenue, 7th Floor, New York, NY 10019.