



## **First Priority Bank Appoints Matthew B. Rovi as Senior Vice President, Chief Marketing Officer**

Newly-Created Post a First for the Organization

Company Release – 03/04/2016

MALVERN, Pa., March 4, 2016– First Priority Bank, (“First Priority”) the wholly owned subsidiary of First Priority Financial Corp (OTCQX: FPBK) announces the appointment of Matthew B. Rovi as Senior Vice President and Chief Marketing Officer.

“We are in the midst of unprecedented banking consolidation throughout our region. First Priority occupies a unique position as one of the premier community banks and strives to be the preferred choice for individuals and businesses that value a community bank relationship,” said David E. Sparks, Chairman and CEO of First Priority Financial Corp and Chairman of First Priority Bank. “We are pleased to welcome Matt. It is our intention that by adding this role to our leadership team we will leverage Matt’s marketing background and sales experience to increase our profile and help to accelerate our growth plans.

Matthew, who brings nearly twenty-five years of financial services marketing and sales experience, recently served as Community Bank Relationship Manager for SEI Private Banking Division. Before his time at SEI, he served as Director of Marketing at Pitcairn Trust Company and Account Executive at two Philadelphia area ad agencies, Reimel Carter and The Silberman Group.

A resident of Collegeville, PA, Matthew received his bachelor’s degree from Millersville University and his Masters in Business Administration from The Pennsylvania State University.

### **About First Priority Financial Corp.**

First Priority Financial Corp. is a bank holding company, which along with its bank subsidiary, First Financial Bank, is headquartered in Malvern, Pennsylvania. First Priority Bank, with \$546 million in assets, was chartered in November 2005 and opened for business to the public in January, 2006 as a full service commercial bank providing personal and business lending, deposit products and wealth management services through its eight offices in Berks, Bucks, Chester and Montgomery Counties, Pennsylvania.

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The common stock of First Priority Financial Corp trades on the OTCQX marketplace under the symbol **FPBK**. For further information regarding First Priority Financial Corp. and First Priority Bank, please visit our web site at [www.fpbk.com](http://www.fpbk.com).

**Forward-Looking Statements**

This press release contains certain forward looking statements. Forward-looking statements can be identified by the fact that they do not relate strictly to historical or current facts. They often include words like "believe," "expect," "anticipate," "estimate" and "intend" or future or conditional verbs such as "will," "would," "should," "could" or "may." Certain factors that could cause actual results to differ materially from expected results include changes in the interest rate environment, changes in general economic conditions, legislative and regulatory changes that adversely affect the business of First Priority Financial Corp. and changes in the securities markets. Except as required by law, the Company does not undertake any obligation to update any forward-looking statements to reflect changes in beliefs, expectations or events.

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