



## **First Priority Bank Appoints Laura J. Melfi Senior Vice President and Director of Cash Management**

First Priority Enhances Cash Management Staff & Chester County Presence

Company Release – 03/07/2017

MALVERN, PA, March 7, 2017– First Priority Bank, (“First Priority”) the wholly owned subsidiary of First Priority Financial Corp (OTCQX: FPBK) announces the appointment of Laura J. Melfi as Senior Vice President and Director of Cash Management.

In her new position, Laura will be responsible for the leading the bank’s cash management efforts with a specific focus on the expansion of its existing business relationships, along with establishing new relationships in Chester County.

“We are delighted to have Laura join our team as we grow and continue to expand our capabilities and establish ourselves as the “bank of choice” in our markets,” said David E. Sparks, Chairman and CEO of First Priority Financial Corp and Chairman of First Priority Bank. “We recognize the importance of continually broadening our deposit base and structure, along with our needs to grow municipal, corporate, and consumer businesses through our cash management products and services. In addition, we plan to expand our presence in Chester County.

Laura has extensive experience in retail business development and operations, as well as commercial and retail cash management. She spent the last 10 years as Director of Cash Management at DNB First. Prior to DNB, Laura held sales management positions at TD Bank in Plymouth Meeting, PA and at U.S. Bank in Lexington, KY.

“I was drawn to First Priority because of their reputation for delivering an exceptional cash management experience that combines a robust product offering coupled with superior customer service that will allow customers to reduce costs and increase their overall efficiencies,” stated Melfi.

Laura currently serves on the Chester County Chamber Foundation Committee in connection with their annual gala and is also Vice Chair for the WC Eagles Field Hockey Club Board of Directors, a non-profit organization.

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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 \$597 million in assets as of December 31, 2016, opened for business in January, 2006 as a full service commercial bank providing personal and business lending, deposit products and wealth management services through its seven offices in Berks, Bucks, Chester and Montgomery Counties, Pennsylvania.

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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