



## CEO Message



Neena Bansil  
President/CEO

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## Quarterly Results Surpass Expectations

First Choice Bank is pleased to report its financial results for the quarter ended March 31, 2011. The Bank continues to maintain strong capital ratios, with a Tier 1 leverage capital ratio of 8.7%, compared to the regulatory minimum of 5%, and a total risk-based capital ratio of 17%, compared to the regulatory minimum of 10% to be “Well Capitalized.”

Financial highlights of the Bank’s performance are reflected below:

- Net income and net operating profit for the first quarter of 2011 were \$233,000, and \$554,000, 14% and 26% improvement over the first quarter of 2010, respectively.
- Return on equity and return on assets improved to 5.7% and 0.5% for the first quarter of 2011.
- Total deposits increased 28% from the first quarter of 2010.
- Credit quality: Nonperforming assets remain low at 0.1% of total assets.
- Efficiency ratio improved to 63% from 72% at March 31, 2010.

First Choice Bank will strive to exceed the expectations of our customers and shareholders through vision, innovation, integrity, commitment and teamwork, and work hard to help your business succeed.

## First Choice Bank Awarded Four Star Rating by BauerFinancial and Premier Performing Bank by Findley Reports

First Choice Bank is pleased to announce that it has been awarded a four-star rating out of a five-star system from BauerFinancial, Inc., the nation’s leading independent bank rating and research firm. BauerFinancial has been analyzing and reporting on the performance of the nation’s banking industry since 1983. The four-star rating is listed as “Excellent” on BauerFinancial’s Recommended Report.

First Choice Bank was also recognized by the Findley Reports on Financial Institutions by receiving Findley’s rating of “Premier Performance” for the 2010 fiscal year. The Findley Reports provide the banking industry with performance benchmarking. Its ratings have become highly regarded and recipients are recognized throughout the western United States as financial institutions achieving exceptional performance.

First Choice Bank is very honored by the recognition of the BauerFinancial and Findley Report.

# EMPLOYEE CORNER

## Frances Lo Joins First Choice Bank



First Choice Bank (FCB) is pleased to announce that **Frances Lo** has joined Alhambra Branch as Vice President/Branch Manager. Frances brings 27 years of banking experience and a level of expertise, knowledge and solutions that will benefit new and current First Choice Bank customers. Frances brings a strong solutions-oriented approach to FCB, and enjoys working with

her customers to meet their banking needs. In addition, Frances is fluent in both Mandarin and Cantonese, further enhancing her customer service skills. Her experience and expertise will help her achieve FCB's goals and mission.

Frances comes to FCB with an impressive resume in the banking industry. After beginning her career in 1984 as a Customer Services Representative with United Bank, she quickly moved into serving consumer customers in Retail Banking and business professionals in Commercial Banking. Her accomplishments in these roles led to a position as AVP/Relationship Manager for 17 branches, where Frances helped to meet goals on home equity lines of credit, apartment loans and mortgage loans.

While Frances enjoys her work, she is also devoted to her family. Frances and her husband of 23 years, Gordon, have raised two daughters. Tiffany, 22, graduated from college in 2010 with a degree in Child Development; Teresa, 21, graduated in 2011 with a degree in Biochemistry. When she's not at work or spending time at home with her family, Frances loves to travel.

First Choice Bank is extremely proud to welcome Frances as a member of the First Choice Bank family!

## Welcome Back, Christine Lau!

First Choice Bank is excited to welcome back Christine Lau, our Customer Relations Supervisor. Christine gave birth to a new daughter, Chloe, on January 23. Chloe weighed in at 7 pounds, 10 ounces, and 19.25 inches long. Chloe is a healthy, happy baby, and Christine was grateful to have spent the spring getting to know her new baby girl.

Christine is looking forward to bringing her new-mom glow back to First Choice Bank. Christine is a valuable member of the FCB staff, ensuring our Customer Relations team offers high-quality, personal service to each and every customer. In her ten years working in the banking industry, Christine has developed a knack for understanding customer needs and finding customer solutions. She started her career at United Commercial Bank, which is now East West Bank, and for the past three years has led the FCB Customer Relations team with her experience and talents. Look for Christine this summer at the Cerritos Branch, and be sure to congratulate her on her new baby girl!



### Fun Fact #1

About 30 million new pennies are produced each day. That's 1,040 pennies every second!

### Fun Fact #2

American bills are made of 25% linen, making them strong enough to take up to 4,000 folds in each direction before they rip.

### Fun Fact #3

A new penny costs 1.67 cents to make. Fortunately, they last an average of 25 years.

# FIRST CHOICE BANK CARES!

As part of our continuing commitment to enhancing and improving the local community, First Choice Bank proudly sponsored the ARC Walk for Independence on March 26, 2011. The ARC Walk for Independence is an annual fundraising event for the ARC of Southeast Los Angeles County, and raises community awareness and funds to support children and adults with intellectual and developmental disabilities.

FCB Chairman of the Board Peter Hui and President and CEO Neena Bansil led members of the Board, FCB staff, and family and friends on the walk. After the walk, all participants were treated to delicious breakfast burritos. The event was a success and everyone had a blast! To learn more about ARC, visit [www.arcselac.org](http://www.arcselac.org).



On June 18, FCB staff, families and friends came together to support the Los Angeles Regional Food Bank. These happy volunteers assembled food packages that will benefit women with infants, children and senior citizens in the local community. This is the second year that FCB has organized a volunteer day for the Food Bank, and we plan to continue our involvement with this great cause.

## Branch Locations

### Headquarters/Cerritos Branch

17414 Carmenita Road  
Cerritos, CA 90703

Phone: 562-345-9092  
Toll Free: 877-256-9809  
Fax: 562-926-8737

Monday - Thursday 9:00am to 4:00pm  
Friday 9:00am to 6:00pm  
Saturday 10:00am to 1:00pm

### Alhambra Branch

407 W. Valley Boulevard, Suite 1  
Alhambra, CA 91803

Phone: 626-300-8987  
Fax: 626-300-8507

Monday - Thursday 9:00am to 5:00pm  
Friday 9:00am to 6:00pm  
Saturday 10:00am to 1:00pm

[www.FirstChoiceBankCA.com](http://www.FirstChoiceBankCA.com)



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## Join Our Team

We're looking for talented professionals who are committed to providing the best service to our clients. We are an equal opportunity employer. Job opportunities for:

- Marketing Professionals
- Mortgage Professionals
- Operations Professionals

Please email your resume to us at [CustomerCare@FirstChoiceBankCA.com](mailto:CustomerCare@FirstChoiceBankCA.com) or fax to 562-926-0519.

## Shareholders Meeting

First Choice Bank held its Annual Meeting of Shareholders on Wednesday, May 11, 2011 at the bank's headquarters in Cerritos, California. The Shareholders of the Bank were advised of the progress made by the Bank and the outstanding results of the fiscal year 2010 wherein the Bank was able to achieve net income of above \$1,000,000.

