

For Immediate Release

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## **American Riviera Bank Announces New Chief Executive Officer**

**Santa Barbara, California; (August 14, 2008)** –The Board of Directors of American Riviera Bank (OTC BB: ARBV.OB) is pleased to announce today the appointment of Jeff DeVine as President and Chief Executive Officer.

Jeff DeVine joins American Riviera Bank with over 20 years of banking experience, having spent the last 14 years in the Santa Barbara banking community. DeVine has held senior management positions at Rabobank, N.A. and Mid-State Bank & Trust. Most recently, DeVine was Statewide Division Manager of commercial real estate and was previously Regional President for the Greater Santa Barbara and Santa Ynez Valley Region. He has held senior officer positions in a range of banking firms, serving roles in commercial, real estate, private and investment banking during his 20 year career.

“Jeff brings a wealth of knowledge and his broad, in depth experience in virtually all facets of banking will be a huge asset to our clients and shareholders,” said American Riviera Bank’s Chairman of the Board, Lawrence Koppelman. “With demonstrated success in business leadership, community outreach, revenue growth and client satisfaction, Jeff adds to the talent already on the American Riviera Bank employee team. Jeff is well known and respected in the Santa Barbara community and we welcome him as the bank continues to grow and deliver exceptional banking service.”

“I am excited to join a true community bank, locally owned and managed, where quick and thoughtful decisions and highly personalized and responsive client service is the consistent focus,” said DeVine. “American Riviera Bank offers a competitively priced, comprehensive range of deposit accounts, loan products, and financial services matched with best in class technology. Banking is a relationship business and I look forward to leading this team of experienced and empowered bankers who know the local market and community well.”

“David Duarte has done an outstanding job serving as our Acting President and CEO since January 2008 and we are grateful for his leadership,” said Chairman Koppelman. “Our Executive team of David Duarte, Laurie Leighty, SVP Operations, and Michelle Martinich, SVP Chief Financial Officer, has done a great job and we are excited to have DeVine join this team.”

Jeff and his wife Josie reside in Santa Barbara with their three children. Active in the community, Jeff has served in leadership positions on the Boards of the Los Padres Council of Boy Scouts of America and Court Appointed Special Advocates. He is also a member of the Santa Barbara Chamber of Commerce Business Leader Council, the steering committee for the South Coast Business and Technology Awards Dinner, and Premier Professionals of Santa Barbara. DeVine is a graduate of University of California, San Diego and graduated Pacific Coast Banking School with honors.

### Company Profile

American Riviera Bank (OTC BB: ARBV.OB) is a full service community bank, focused on serving the financial needs of businesses and consumers in our community. The Bank was founded in 2006 by over 400 local shareholders and currently has one branch located at 1033 Anacapa Street in downtown Santa Barbara. As of June 30, 2008, the Bank had assets of \$92.9 million, loans of \$78.2 million, and deposits of \$65.8 million.

American Riviera Bank  
[www.americanrivierabank.com](http://www.americanrivierabank.com)  
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