



FOR IMMEDIATE RELEASE

CONTACT:

Kelly Owens
Executive Vice President
864.478.1427
KellyOwens@CertusBank.com

**CertusBank to Make Strategic Investment
in Monarch Business and Wealth Management, LLC**

GREENVILLE, SC, August 19, 2013 – CertusBank, N.A., through its Wealth Management division, CertusWealth, announced today it has agreed to make a strategic investment in Monarch Business and Wealth Management, a joint venture between Barry Klarberg and Asset Alliance. Terms of the transaction were not disclosed and the completion of the transaction is subject to customary closing conditions. Monarch, a financial and life management company founded by Barry Klarberg, represents legendary professional athletes, internationally acclaimed entertainers and high-net worth families. Monarch has offices in New York City, Atlanta, Los Angeles and Miami.

"We are excited to partner with Monarch and their talented team of professionals in the next phase of our Wealth Management business," said Charlie Williams, CertusBank's Co-CEO. "We are pleased to have this unique opportunity to invest and partner with such a robust platform."

Barry Klarberg, CEO of Monarch, added "This partnership represents a significant opportunity for Monarch by providing our clients with strategic benefits in the future."

Bob Hogan, CertusWealth Executive Vice President said "Monarch's Family Office and Wealth Management services are impressive. Working together, we build on our trusted advisor and wealth solutions model by expanding our full-service client offerings."

"We are delighted to be working with CertusBank, whose investment represents an excellent strategic fit for us," said Bruce Lipnick, Chairman & CEO of Asset Alliance.

About Monarch Business and Wealth Management:

Monarch Business and Wealth Management, LLC is a financial and life management business, supporting high-net worth clients, founded and run by Barry Klarberg. The company applies a holistic approach to servicing its clients' needs combined with a non-conflicted approach to risk assessment, based on leading-edge thinking in finance, economics and psychology. Monarch's business and wealth management and family office services include wealth planning, tax advisory, business planning and advisory, insurance and risk management, and estate planning.

About CertusBank, N.A.:

With nearly \$2 billion in assets, CertusBank is a full-service, nationally chartered bank with

-more-

operations in eleven states. Headquartered in Greenville, SC, CertusBank offers a full range of Consumer, Commercial, SBA lending, Treasury Management and financial planning solutions. Learn more about the company's commitment to bringing innovative, smart solutions to its customers' financial lives by visiting CertusBank.com.

About Asset Alliance:

Asset Alliance Corporation, founded in 1996 and headquartered in New York, is a privately-held company that strategically invests in diversified alternative asset management firms and provides specialized services to institutions and high-net worth individuals.

Forward-looking statements

Certain matters discussed in this news release are not historical facts but are "forward-looking statements" within the meaning of and are furnished pursuant to the Private Securities Litigation Reform Act of 1995. Actual results could differ materially from expectations expressed in these forward-looking statements. Factors that could cause future results to vary from current expectations include, but are not limited to, general economic conditions, competition for business, wealth management and family office services, legislative and regulatory changes, monetary and fiscal policies of the federal government, any failure to receive regulatory approvals in connection with CertusBank's investment or to satisfy other closing conditions, changes in tax policies, rates and regulations of federal, state and local tax authorities, demand for financial services, the ability of CertusBank to integrate Monarch Business and Wealth Management with CertusWealth and other economic, competitive, governmental and technological factors affecting the operations, markets, products, services and prices of CertusBank and Monarch Business and Wealth Management. Except as required by law, none of CertusBank, Asset Alliance, Barry Klarberg or Monarch Business and Wealth Management undertake to update any such forward looking statements.

###