

FOR IMMEDIATE RELEASE

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Equias Alliance Announces Partnership with Michael White Associates in BOLI Holdings Report

FOR IMMEDIATE RELEASE – Memphis, TN, and Radnor PA, March 31, 2013 – Equias Alliance, LLC announced today that it has partnered with Michael White Associates, LLC in the publication of the Equias Alliance/ Michael White BOLI Holdings Report.

The report measures the Cash Surrender Value (CSV) of bank-owned life insurance (BOLI) held by banks based on asset size and product type (General Account, Separate Account and Hybrid Account). It also summarizes the number of banks reporting BOLI assets by asset size and product type. In addition, the report includes the ratio of BOLI assets as a percentage of Tier 1 capital and as a percentage of the sum of Tier 1 capital and the allowance for loan and lease losses. Finally, the report ranks the top banks relative to their BOLI holdings by examining data reported to federal banking regulators by the nation's 7,083 banks and savings associations. BOLI is an important investment for banks. As of the end of 2012, banks had \$138 billion invested in BOLI policies.

"We are pleased to co-author with Michael White Associates the publication of the BOLI report," said David Shoemaker, President of Equias Alliance. "Michael White issues a number of excellent banking and insurance publications. As a leading source of information about BOLI holdings, this report has attracted the attention of media, BOLI policy owners and BOLI industry service providers. We are confident that it will serve as a valuable resource to the industry."

"Because Equias Alliance plays a leading and vital role in the bank-owned life insurance marketplace, Michael White Associates is enthused that Equias Alliance has agreed to partner with us on The BOLI Holdings Report," said Michael White, President of Michael White Associates.

To view a summary of the key findings of The BOLI Holdings Report, please visit the Equias Alliance website at www.EquiasAlliance.com.

BOLI has become an important component of a bank's investment portfolio. Over fifty percent of the banks in the U.S. use BOLI to help fund their employee benefit plans, increase earnings and shareholder value as well as recruit, retain and reward key officers and directors.

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About Equias Alliance/Michael White Associates

Equias Alliance, LLC (“Equias”), through its group of nationwide consultants, has assisted over 800 community banks in the design and implementation of bank-owned life insurance (“BOLI”) as well as nonqualified benefit plans for selected executives. If a bank should decide to implement a BOLI or nonqualified benefit plan, Equias has the experienced and professional staff (including attorneys and CPAs) needed to properly administer and oversee these plans. As evidence of its leadership position in the market, Equias has the exclusive endorsement of the ABA (through its subsidiary, the Corporation for American Banking) and 10 state banking associations for BOLI. Equias is headquartered in Memphis, Tennessee with 13 regional offices throughout the U.S. and can be contacted at www.EquiasAlliance.com.

Michael White Associates (“MWA”) is a bank insurance consulting firm headquartered in Radnor, PA, and can be contacted at www.BankInsurance.com. The Equias Alliance/Michael White BOLI Holdings Report™, is one of several MWA reports dealing with bank fee income activities as well as BOLI. Another, the MWA BOLI Capital Concentration Report™, meets the regulatory requirement that each banking company must conduct a peer analysis of its BOLI holdings relative to capital and statistically assess whether its BOLI program is an outlier. Additionally, MWA Fee Income Ratings Reports™ compare, rank and rate a particular financial institution’s insurance or other noninterest fee income program nationally, regionally, statewide and by asset-peer group.

Securities offered through ProEquities, Inc., a Registered Broker/Dealer and member FINRA & SIPC. Equias Alliance, LLC is independent of ProEquities, Inc. Michael White is not a Registered Representative of ProEquities, Inc. nor a Representative of Equias Alliance, LLC.

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