

PRESS RELEASE



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Mayor Villaraigosa presents Resolution commending the Andre Sobel River of Life Foundation and founder Valerie Sobel

Los Angeles, February 5, 2009 –Mayor Antonio Villaraigosa addressed the critical role philanthropy plays in the Los Angeles economy and commended Valerie Sobel, Founder and President of the Andre Sobel River of Life Foundation for the impact of her philanthropy on single parent families in Los Angeles. The event was hosted by Maria Contreras-Sweet, Chairwoman of the Board of PROMÉRICA BANK, at the Bank's downtown headquarters. The event took place at a luncheon on Tuesday, February 3rd.

The resolution presented by Mayor Villaraigosa read,

As Mayor of the City of Los Angeles and on behalf of its residents, it is my pleasure to recognize you and the Andre Sobel River of Life Foundation for providing invaluable financial assistance to single parent families with a critically ill child. Your commitment and dedication in helping by giving over 2.1 million in program assistance to over 9,000 family members are truly commendable.

This is certainly a special occasion and I am pleased to join with other members of the community in recognizing your accomplishments and achievements throughout the years and for taking care of the financial needs of these families in a way that lets them focus solely on their sick child.

Best Wishes,

*Antonio Villaraigosa
February 3, 2009*

About the Andre Sobel River of Life Foundation

Valerie Sobel founded the Andre Sobel River of Life Foundation in 2000 to provide urgent financial assistance to single mothers of catastrophically ill children. The foundation is named for her 19-year-old son Andre who died of an inoperable brain tumor in 1995. In 2008 alone ASRL assisted over 250 families in Los Angeles County. Support is provided within 24 hours – in the form of rent payments to landlords, mortgage payments to mortgagors, utility payments, grocery and gas cards and other household necessities, so that the parent can stay by the child's side. The mission for the Foundation is: *"When compassion can't wait and single parent families are in*

despair, we assist with urgent expenses so that these caregivers can remain by their child's side during catastrophic illness." www.andriveroflife.org

About PROMÉRICA BANK

PROMÉRICA BANK (OTCBB: PMRA), a full service commercial bank, was formed to serve the local business community, non-profit sector, and professional services firms with a focus on women owned businesses and the Latino community. As the first Latino-formed business bank to debut in downtown Los Angeles in the past 35 years, PROMÉRICA BANK is dedicated to building family wealth by empowering entrepreneurs with the requisite financial services and capital infusion for the success of their small to mid-size businesses. For more information about PROMÉRICA BANK or any of their services, please contact us at 213.613.5000. PROMÉRICA BANK, a member of the FDIC, is located at 888 South Figueroa Street, Suite 100, Los Angeles, CA 90017, www.promericabank.com.

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