



NEWS RELEASE

For Release May 24, 2011

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CertusBankSM to Locate Corporate Headquarters and Create 350 New Jobs in Greenville County

Bank to be the anchor tenant in new mixed-use development in downtown Greenville

GREENVILLE COUNTY, SC – May 25, 2011 – Gov. Nikki Haley, the South Carolina Department of Commerce, the City of Greenville and the Greenville Area Development Corporation today announced that CertusBank N.A., a nationally chartered bank that is a subsidiary of Blue Ridge Holdings Inc., will establish the company's headquarters in Greenville and create 350 new jobs.

CertusBank will locate offices in a new mixed-use property, the ONE project, developed by Hughes Development Corp. at the corner of Main and Washington streets in downtown Greenville. CertusBank, which currently operates 32 branches in South Carolina, Georgia and Florida, will occupy 26,000 square feet in the first phase of the project, a 175,000-square-foot, nine-story building that will house a variety of other office and retail tenants when it is completed by the end of 2012.

"We couldn't be happier to be establishing our new home in downtown Greenville, especially in such an iconic development as the ONE project," said CertusBank Vice Chairman Walter Davis, who is a Greenville native. "We're grateful to Hughes Development for allowing us to be part of their vision for ONE; to the state of South Carolina for helping make it possible for us to establish our headquarters here; and to the county and city of Greenville for extending us such a warm and gracious welcome."

The company currently conducts business from the Atlanta and Charlotte offices of its parent, Blue Ridge Holdings, and its operations center in Easley, S.C., where it acquired a six-branch bank in January 2011.

"We celebrate the decision of CertusBank to locate its new headquarters in Greenville and create 350 jobs. Not only is this a great example of how South Carolina is attracting investment and jobs, but we also celebrate the fact that a company with local connections is putting down roots in our state. We congratulate CertusBank on this announcement and look forward to the company's growth in our state," said Gov. Nikki Haley.

“Today’s announcement is great news for the Upstate and South Carolina as a whole. CertusBank’s decision to locate its headquarters in Greenville is another indication that our state’s business-friendly climate is attracting investment and creating well-paying jobs. This announcement is also the result of a true team effort by our state’s economic development professionals and stands as a testament to what can be accomplished when we work together,” said Bobby Hitt, Secretary of Commerce.

“CertusBank’s decision to bring its corporate headquarters to Greenville is great news. Our entire economic development team - GADC, City of Greenville, Upstate SC Alliance, Greenville Chamber, State Department of Commerce - all worked very hard to assist the bank in making this happen,” noted H.G. “Butch” Kirven Jr., director of the Greenville Area Development Corporation and chairman of Greenville County Council. “This underscores the tremendous appeal of corporate headquarters locating their offices in downtown Greenville. When downtown thrives the whole county benefits.”

CertusBank combines the personal attention of a local bank with the products and services of a larger institution. With more than \$1.8 billion in assets and backed by half a billion dollars in investment capital, CertusBank is a strong new player in the Southeastern banking market.

According to Mayor Knox White, Greenville is characterized by active involvement in support of economic development and a pro-business climate, which make the area attractive to migrating capital and industry. “This is a great fit for us and there is no question that CertusBank’s decision to establish its headquarters here sends a strong signal about its commitment to Greenville and the Upstate,” said White. “The city is proud to welcome CertusBank as its newest resident company and we look forward to being a part of its future growth and success.”

The company has acquired three financial institutions in just its first five months in existence, and intends to continue to pursue prudent, strategic opportunities to expand its presence by buying additional banks in other markets.

“We’re very bullish on Greenville and the Upstate,” added CertusBank Vice Chairman Walter Davis, who said the company also plans to open a full-service CertusBank branch on the ground floor of ONE in downtown Greenville. “We’re excited about our future as a Greenville-based company, to be a major employer in the area and to become deeply involved in this community.”

The South Carolina Coordinating Council for Economic Development approved CertusBank for Job Development Credits (JDC), which is a discretionary, performance-based incentive that rebates a portion of new employees’ withholding taxes that can be used to address the specific needs of individual companies.

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The Greenville Area Development Corporation is a non-profit organization established by Greenville County Council to promote and enhance the economic growth and development of Greenville County. For information, visit them at www.GoGADC.com or call (864) 235-2008.