



CITY NATIONAL BANK OF FLORIDA LAUNCHES NEW BRAND IMAGE
Commitment to Community and Superior Client Experience Remain Priority

City National Bank of Florida unveiled its new and modern brand image, featuring a sleek fresh look reflective of the diverse and vibrant communities it serves and representative of the strength and stability that its clients can continue to rely on.

The branding update comes more than a month after the bank was acquired by Banco Credito e Inversiones of Chile. It integrates a Joan Miro inspired hourglass in red, blue, yellow and green with the name of the bank in bold black lettering.

The hourglass is representative of the precision with which City National Bank strives to serve its clients, the value it places on their time and the personal relationships it seeks to establish with them that endure time.

“This modern brand image signals a new chapter for City National Bank and will help us continue to stand apart in the marketplace with our branding like we already do with our performance, client experience and commitment to community,” President and CEO Jorge Gonzalez said. “It is most importantly meant to convey that we are a different kind of bank – one differentiated, among other things, by establishing personal and long-lasting relationships.”

City National Bank remains a South Florida-based community bank operating under the same name with the same value proposition and under the direction of the same management team led by Jorge Gonzalez.

“The new brand underscores that we are now a local bank with a global reach uniquely positioned with the backing of a \$30 billion regional powerhouse,” Gonzalez said. “We remain the same trusted 70-year-old bank with the same commitment to our clients and the communities we serve.”

Bci acquired City National Bank in October, preserving the Miami-based bank's status as one of the largest financial institutions headquartered in Florida as well as a major employer and an economic driver in the area.

"Bci Financial Group and City National Bank are proud to start a new chapter in our shared stories," Bci CEO Eugenio Von Chrismar said. "CNB's new look is a celebration of our bright future together, symbolic of the rich histories of our companies and representative of the strength and stability that clients have always relied on and can continue to rely on."

City National Bank, the state's premier private and commercial bank, reported that it surpassed \$4 billion in loans during the third quarter and that it had net income of \$35.9 million for the first nine months of the year. CNB also continued its steady growth trajectory, reaching \$6.2 billion in assets at the end of the third quarter.

"City National Bank will remain the partner our clients have come to trust, but with new capabilities to serve their needs," Gonzalez added. "For the last 30 years, our logo has largely remained static, while Florida and the bank evolved tremendously. Our new brand is meant to not just convey where the bank has been or is today but of where we want to be in the future."

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About City National Bank

Headquartered in Miami, City National Bank is the financial institution to which Floridians have turned for almost 70 years. With more than \$6 billion in assets, CNB is one of the largest financial institutions based in the state. City National Bank is one of the most liquid and best capitalized banks in Florida and is rated 5 stars "Superior" by BauerFinancial. CNB was voted Best Community Bank, Best Business Bank, Best Private Bank, Best Bank for Commercial Real Estate, Best Bank for Jumbo Loans and Best Foreign National Mortgage Lender by the readers of the Daily Business Review. The South Florida Business Journal named it Business of the Year in 2013 and Community Bank of the Year in 2013 and 2011. CNB offers a diversified portfolio of financial products and services and has 26 convenient banking centers located from Miami-Dade County to the greater Orlando area. For more information on City National Bank of Florida, visit www.citynational.com.

About Bci

Banco Crédito e Inversiones is Chile's third-largest privately owned bank, with total assets of approximately \$36 billion, an international risk rating of A by Standard and Poor's, A1 by Moody's and A- by Fitch Ratings. Bci has operations in Miami and representative offices in Mexico City, Lima, São Paulo, Bogotá and Shanghai and a business desk in Madrid. Bci is traded on the Santiago Stock Exchange and serves millions of clients across Chile, Latin America and Florida. Bci is backed by, and proud of, its high-standard corporate governance and solid 77-year history in Chile's banking industry. During 2014 Bci

was voted the Best Banking group (three consecutive years), Best Private Banking (three consecutive years), Most Sustainable Bank and Best Asset Management (two consecutive years) in the “Banking Awards” in Chile 2014 by World Finance; Designated among the 50 most successful local companies in emerging markets in the “Local Dynamos 2014” by BCG; 7th place 2014 in the “Best Companies to work for in Chile” by Great Place to Work; 2nd place as the *Most Transparent Company in Chile in 2014*, in the ranking prepared by KPMG Chile and others; 4th place in the “Most Admired Companies in Chile 2015” by PwC, as well as other accolades with respect to Corporate Governance and Corporate Social Responsibility. For more information on Bci, visit www.bci.cl.