

# Bank of Camden becomes Apex Bank of Camden

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May 1<sup>st</sup>, 2015

Camden, TN, - As of June 1<sup>st</sup>, 2015, Bank of Camden will change its name to Apex Bank of Camden. The Bank is unifying its current brands, Bank of Camden, Bank of Bruceton and Apex Bank under the Apex Bank umbrella as part of its growth strategy.

"Becoming Apex Bank of Camden will unify our presence across Tennessee as ONE bank, ONE family. We welcome this change as an opportunity to expand our reach and offer the same level of customer experience our Bank of Camden customers have enjoyed for the past 84 years" explained Community Banking President, Marcus Vine.

Constantly ranked as one of the best performing community banks in America, the Bank of Camden has experienced tremendous growth in the last 7 years, doubling the number of locations and increasing total assets from \$157 million to \$354 million as of December 31, 2014. Today, the bank provides a vast number of services including checking and savings, consumer and commercial lending, a wide variety of mortgage programs, and business banking to over 20,000 customers in 10 different locations across Tennessee.

"We are proud of our past and investing in our future as part of our strong commitment to the diverse communities we serve." Stanley Medlin, chairman of the Board of Directors said. "So what has changed at Apex Bank of Camden? We have a new look, new and improved products, more locations to serve you, and more ATMs for your convenience. What has not changed is our friendly hometown people, our commitment to customer service, and our dedication to the community that have guided us over the last 84 years."

Starting June 1<sup>st</sup>, 2015, all Bank of Camden locations will become Apex Bank of Camden. Bank ownership, staff, products and services will remain the same. No other changes are planned in connection with the name change.

The bank's commitment with the community remains unchanged, and flag programs like "Pay 4 Grades" and the free "4<sup>th</sup> of July Fish Fry" remain top priorities. "Pay 4 Grades" is a bank program that rewards academic achievements and that, over the last two school years, has paid over \$150,000 to Camden and Big Sandy High School students. The free "4<sup>th</sup> of July Fish Fry" is Tennessee's largest free community event. With an average attendance of 3,000 people, the free "4<sup>th</sup> of July Fish Fry", now in its 8<sup>th</sup> edition, features free food, live entertainment, door prizes, drawings, and family games, and it is the bank's way of celebrating our nation's birthday and thanking our local community. This year's free "4<sup>th</sup> of July Fish Fry" will take place on Saturday, July 4<sup>th</sup>, from 3 – 6 pm at our bank's 641 location, 180 Hwy 641 North, Camden, TN.

For press inquiries contact Marcus Vine, Community Banking President at 731.584.3678