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MEXICAN BUSINESS LEADERS INVEST IN ATLANTA BASED LATINO FINANCIAL INSTITUTION

Mexican Businessman and investor Víctor Rivera and his wife, Angélica, became investors in Nuestra Tarjeta de Servicios, Inc. ("NTS"), founder and operator of El Banco de Nuestra Comunidad®, a division of SunTrust Bank ("El Banco") dedicated to serving the Latino community in Atlanta, GA. The Riveras join over one hundred forty other individual business and Latino community leaders as shareholders of the Atlanta based company.

Víctor Rivera was born in México, and studied physical oceanography in Ensenada, Baja California. He was a professor and researcher at the University of Colima and the Institute of Marina Research.

In 1986 he began his business career as General Manager of a textile company owned by his father. In 1988 he started his own company in the industrial waste industry, focused on cardboard, plastic, cloth.

Between 1997 and 2000, he expanded internationally, creating three companies: Consorcio Internacional Rivera S. A. de C. V., Textiles Cinter S. A. de C. V. and CIRSA USA LLC. He has also interests in the food industry.

"We look for solid companies with a prominent future, which is why we decided to invest in NTS and its El Banco de Nuestra Comunidad® operation. By the same token, El Banco is not just a business, it is our opportunity to participate in our community. We understand what El Banco means for the immigrant Latino community in their everyday life and in the securing their future" said Víctor Rivera.

"For us, Víctor and Angélica's investment represents a further testament to the trust that the Latino community has in our institution and we are honored with their decision" said Drew Edwards CEO of NTS.

About Nuestra Tarjeta de Servicios Inc.

Nuestra Tarjeta de Servicios Inc. is the developer of the unique "El Banco" brand of banking, which includes transaction and lifestyle products targeted to the Latino community. The company specifically addresses the needs of unbanked Latinos living



and working in the United States through the El Banco branch network and through similar branch operations with other financial institutions across the country. NTS currently has 127 employees - 115 of whom are immigrant Latinos - and a board of directors of ten community and business leaders.

Forward Looking Statements

These statements constitute forward-looking statements (within the meaning of the Private Securities Litigation Reform Act of 1995), which involve significant risks and uncertainties. A variety of factors could cause actual results and experience to differ materially from the anticipated results or other expectations expressed in such forward-looking statements.

NTS does not assume any obligation to update these forward-looking statements or to update the reasons why actual results could differ from those projected in the forward-looking statements.

Factors that might cause such a difference include, but are not limited to competition from both financial and non-financial institutions; changes in interest rates, deposit flows, loan demand and real estate values; changes in legislation or regulation; changes in accounting principles, policies or guidelines; the timing and occurrence (or non-occurrence) of transactions and events that may be subject to circumstances beyond the control of NTS; and other economic, competitive, governmental, regulatory and technological factors affecting NTS specifically or the banking industry or economy generally.

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