



PRESS RELEASE

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FOR IMMEDIATE RELEASE

April 6, 2011

TRUSTATLANTIC BANK CEO NAMED CHAIR-ELECT OF GREATER RALEIGH CHAMBER BOARD

RALEIGH, N.C. – The Greater Raleigh Chamber of Commerce Board of Directors recently named James A. Beck the 2011 Chamber Chair-Elect. Beck is the President and Chief Executive Officer of Raleigh-based TrustAtlantic Bank and TrustAtlantic Financial Corporation. He has been a long-time Chamber volunteer with numerous leadership roles over the past 25 years. Recently, as Chair of the Education Committee, he was actively involved in the development of the Chamber's Core Principles for Quality Public Education and the Wake School Choice Plan. His past leadership responsibilities have included chairing the Chamber's annual campaign on two occasions.

“We are very excited that Jim Beck has agreed to be our next Board Chair,” said Harvey Schmitt, President of the Greater Raleigh Chamber of Commerce. “Jim has demonstrated his commitment to our organization and his passion for our community over a long period of time. I am confident that his leadership will help shape our local business environment for years to come.”

Jim Beck is a native of New Bern, North Carolina and a graduate of North Carolina State University. A seasoned bank executive with over 30 years of experience, he cofounded TrustAtlantic in 2006. Beck has successfully lead the company to profitability and growth to approximately \$350 million in assets. He has two grown children and three grandchildren, and lives in Raleigh with his wife Kenny.

About TrustAtlantic Bank:

Headquartered in Raleigh, North Carolina, TrustAtlantic Bank is the wholly owned subsidiary of TrustAtlantic Financial Corporation. The Bank's primary competitive focus is to build broad financial relationships with mid-market businesses and their owners, professionals and other individuals who desire value-added service. The Bank operates one banking office in Greenville, two in Raleigh, and one in Cary, and anticipates opening additional branch offices in the greater Raleigh-Cary metro areas as well as Greenville in the coming years.

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