



Lone Star National BankSM
The Valley's Bank.

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**Lone Star National Bank Unveils
2008 Image Television Campaign at Premier Party**

McAllen - April 25, 2008 - Lone Star National Bank presented their 2008 Image Television Advertising Campaign at a Premier Party held on Thursday, April 24th at the newly remodeled Pepper's Restaurant located at 4620 N. 10th Street in McAllen. Over 125 guests enjoyed great food, music and a sneak preview of the commercials that showed footage of Lone Star National Bank and the beauty of our region and culture that we call home. Lone Star National Bank teamed up with Rio Bravo Pictures to produce 4 spectacular television commercials that exude the vision of Lone Star National Bank. The commercials are made up of a 60 sec Vision - English, 30 second Consumer Products – English, 30 second Business Products – English, 30 second Vision – English, 30 second Vision – Spanish. The commercials feature Lone Star National Bank's products such as LSNB Mobile, ATM services, Office Banker and International Services.

"These commercials are about family, culture, values, service and everything that Lone Star National Bank stands for," said A. Jabier Rodriguez, CEO of Lone Star National Bank.

"Our 2008 Image Campaign is about sharing the same Vision of the Rio Grande Valley and Lone Star National Bank," said Edna De Saro, Vice President Director of Marketing of Lone Star National Bank.

Established in 1983, Lone Star National Bank has provided banking services to communities in South Texas for the past 25 years. January 23, 2008 marked the 25th Anniversary for Lone Star National Bank in the Rio Grande Valley. Lone Star National Bank is an independent and locally owned bank with over 1.6 billion dollars in assets and nineteen (19) banking centers throughout Starr, Hidalgo and Cameron Counties. The Corporate Office is located at 206 W. Ferguson in Pharr, Texas.