



TamalpaisBank

For Immediate Release

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Independent Customer Survey Cites Tamalpais Bank as a Customer Service “Star”

Scores Are More Than Twice Industry Average

San Rafael, CA—March 3, 2008—Tamalpais Bank today announced that an independent study of its customers had produced scores that ranked the Marin County financial institution among the nation’s “star” corporations.

The study, which centers on a metric known as the “Net Promoter Score” (NPS), is designed to measure customer loyalty and the likelihood to refer a particular company to others.

“The most important aspect of NPS,” said Mark Chapman, FVP and Director of Marketing, “is that it is an indicator of whether your customers are so thoroughly satisfied with your products and services that they would recommend you to friends, colleagues and family.

“Our score was 64 percent -- a remarkable rating when you consider that the average score for banks in the U.S. is 22 percent,” Chapman said. “This is a tribute to our employees, and their drive to serve our customers at the highest levels of responsiveness and quality.”

In the NPS lexicon a “star” must achieve a rating of at least 2.5 times that of the industry average. NPS scores can range from -100% to +100% and among those companies who report scores, Tamalpais Bank has good company, according to Chapman.

“In the general corporate population, we ranked ahead of American Express (50 percent), Southwest Airlines (51 percent), FedEx (56 percent) and just behind Apple (66 percent),” said Mark Garwood, Chairman, President and CEO of Tamalpais Bank.

The study was administered in September and October 2007 by MCorp., a Strategic Business, Brand and Marketing Consultancy headquartered in San Rafael. NPS is calculated by measuring the percentage of customers who are "promoters" (those who are highly likely to recommend a company or its products), less the percentage who are "detractors" (those who are not likely to recommend the company or its products).

NPS was created by Fred Reichheld, a partner in the international consulting firm Bain & Company. *The Economist* has referred to Reichheld as "the high priest of loyalty."

"The NPS metric is the platinum standard of customer service and loyalty," said Garwood. "For us, it is also a starting point for developing more products and services that our customers need, whether they are consumers or businesses.

"While it is gratifying to have been ranked a star, it is more important to continue doing the things that have made our customers this loyal, and to identify and fix those things that are not as positive. And the only way to accomplish that is to continually improve our customers' experience with us. That is our goal."

The bank, a wholly-owned subsidiary of Epic Bancorp (NASDAQ: EPIK) founded in 1991, operates seven branches in Marin County and has two SBA and loan production offices (in Santa Rosa and Sacramento).

About Tamalpais Bancorp

Tamalpais Bancorp, through its wholly owned subsidiaries Tamalpais Bank and Tamalpais Wealth Advisors, offers business and consumer banking through its seven Marin County full service branches, and wealth advisory services to high net worth families and institutional clients. The Company had \$704 million in assets and \$282 million in assets under management as of December 31, 2008. Shares of the Company's common stock are traded on the NASDAQ Capital Market System under the symbol TAMB.

This news release contains forward-looking statements with respect to the financial condition, results of operation and business of Tamalpais Bancorp and its subsidiaries. These include, but are not limited to, statements that relate to or are dependent on estimates or assumptions relating to the prospects of loan growth, credit quality, changes in securities or financial markets, and certain operating efficiencies resulting from the operations of Tamalpais Bank and Tamalpais Wealth Advisors. These forward-looking statements involve certain risks and uncertainties. Factors that may cause actual results to differ materially from those contemplated by such forward-looking statements include, among others, the following possibilities: (1) competitive pressure among financial services companies increases significantly; (2) changes in the interest rate environment reduce interest margins; (3) general economic conditions, internationally, nationally or in the State of California are less favorable than expected; (4) legislation or regulatory requirements or changes adversely affect the businesses in which the consolidated organization is or will be engaged; (5) the ability to satisfy the requirements of the Sarbanes-Oxley Act and other regulations governing internal controls; (6) volatility or significant changes in the equity and bond markets which can affect overall growth and profitability of our wealth management business, and (7) other risks detailed in the Tamalpais Bancorp filings with the Securities and Exchange Commission. When relying on forward-looking statements to make decisions with respect to Tamalpais Bancorp, investors and others are

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