



TamalpaisBank

For Immediate Release

Contact: [Mark Chapman](#)  
Tamalpais Bank  
415-526-6485

## **Tamalpais Bank Again Rates among the Best In Independent Study**

### **Net Promoter Score Rankings Triple Industry Averages**

San Rafael, CA—March 30, 2009—[Tamalpais Bank](#) today announced that for the second consecutive year that an independent study of its customers had produced scores ranking the [Marin County financial institution](#) among the nation's "Star" corporations.

The study, which produces a metric dubbed "Net Promoter Score (NPS)," is designed to measure customer satisfaction with a company's products and services. Tamalpais Bank first commissioned an independent company to administer the survey in 2007.

"What is particularly gratifying," said Mark Garwood, Chairman, president and CEO of the Bank, "is, despite all the turmoil and bad press for banks during the year, we continued to receive strong support from our customers. It is a testament to our staff and our emphasis on lasting customer relationships.

"As a community bank with experienced senior bankers, we are dedicated to responding to the needs of our customers," he said. "We have one over-riding goal, to provide customers with services and products that exceed their expectations. Customers are at the center of everything we do and we are committed to doing things right. And our NPS scores reflect that.

"Our employees are empowered to take action and to solve problems."

The overall Tamalpais Bank score improved from 64 percent to 65 percent. According to NPS data, the average score for a U.S. bank hovers in the low 20s.

In the NPS lexicon a "star" must achieve a rating of at least 2.5 times that of the industry average. Scores can range from 0 to 100 and among those companies who report scores, Tamalpais Bank has good company.

Tamalpais Bancorp  
Press Release  
April 28, 2009

The Net Promoter Score is used by Fortune 500 and industry-leading companies that include Amazon.com (73%), Dell (50%), Southwest Airlines (51%), The Vanguard Group (70%), eBay (71%), Apple (66%), Intuit (58%) and Cisco (57%).

The study was administered by MCorp of San Rafael at the end of 2008. NPS is based on a calculation of the percentage of customers who are promoters (those who are highly likely to recommend a company or its products), and subtract the percentage who are detractors (those who are less likely to recommend the company or its products).

NPS was created by Fred Reichheld, a partner in the international consulting firm Bain & Co. *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 for our customers, whether they are consumers or businesses.

“While it is important to be ranked a ‘Star’, it is more important to do the things that we need to do to advance that score. And the only way to accomplish that is to continually improve our customer’s experience with us. That is our goal.”

### **About Tamalpais Bancorp**

[Tamalpais Bancorp](#), through its wholly owned subsidiaries Tamalpais Bank and Tamalpais Wealth Advisors, offers consumer and [business 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 cautioned to consider these and other risks and uncertainties. Tamalpais Bancorp disclaims any obligation to update any such*

Tamalpais Bancorp  
Press Release  
April 28, 2009

*factors or to publicly announce the results of any revisions to any of the forward-looking statements contained herein to reflect future events or developments.*