



TamalpaisBank

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**For Immediate Release**

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## Tamalpais Bank Promotes Mark Chapman to SVP Post

### **Veteran Banker to Lead Marketing, Product, Corporate Communications as Bank Unifies Brand, Expands Commercial Services**

San Rafael, CA—July 8, 2008—Mark Chapman, a 25-year banking industry veteran, has been promoted to senior vice president/chief marketing officer and corporate communications director for Tamalpais Bank, it was announced today by Mark Garwood, president and CEO.

In his new position, Chapman will have primary strategic and implementation responsibility for brand management and marketing at Tamalpais Bank and Tamalpais Wealth Advisors, the operating subsidiaries of Tamalpais Bancorp (NASDAQ:TAMB).

“Since joining us in 2007, Mark has been instrumental in creating the marketing vision that has allowed us to build our marketing infrastructure and brand platform,” said Garwood. “He has brought both a level of expertise and an understanding of the financial services industry that has made him a vital part of our senior leadership team.”

In the past several months, the Bank has added several key senior staff members and identified other current managers in the senior management team to guide the Company as it implements a plan to strategically add branches and expand services.

“We put programs into place last year that allowed us to better understand our customers and how we service them,” Garwood said. “Now, with top tier management talent in place, we are poised to grow our business in key areas. Mark will be instrumental in that effort as we work to reach current and potential customers with our brand messages.

Since joining the Bank, Chapman has directed the successful implementation of:

- Deposit products and financial literacy programs for children and teens
- The development and implementation of a new brand platform for Tamalpais Bancorp, Tamalpais Bank and Tamalpais Wealth Advisors
- The implementation of the Net Promoter Score (NPS) program and
- The development of a product development and implementation process.

Said Garwood, “One of the major accomplishments under Mark’s direction is the implementation of the Net Promoter Score (NPS) discipline where we are judged independently on customer satisfaction and loyalty. We recently attained “star” status, with a rating of 64 while the average bank scored a 22. As a point of comparison, our customers rated us higher than American Express, Federal Express and Southwest Airlines were rated by their customers. We are very proud of that.”

Before joining Tamalpais Bancorp, Chapman was a Group Director for Visa USA responsible for debit and card marketing. His 25-year career in marketing and product management experience within the financial services industry includes management positions at Fair, Isaac & Company, Bank of America and Wells Fargo.

Chapman is a member of the Native Sons of the Golden West, a fraternal organization dedicated to community service and historical preservation. He is also actively involved in St. Rita Parish in Fairfax, serving as past president of the School Board. A graduate of St. Rita School and Drake High School, he obtained a B.A. in History from the University of San Diego and earned an MBA from Golden Gate University. A lifelong resident of Marin County, Chapman lives with his family in Fairfax, CA

### **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.

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