

FOR IMMEDIATE RELEASE

Sorrento Pacific Financial Reports Growth in Bank of Cherokee County Investment Program

Oklahoma bank works with broker dealer providing responsive service and creative solutions for investment program support and 401(k) marketing

SAN DIEGO – June 2, 2009 – [Sorrento Pacific Financial, LLC](#) (SPF), a full-service broker dealer and Registered Investment Adviser that provides customized investment and insurance solutions to the banking industry, announced that its continuing relationship with [Bank of Cherokee County](#) has resulted in a 100 percent increase in the number of the bank's customers that have become investment clients in just the first year.

SPF (www.mybd.com) has supported growth of the community bank's investment program by providing flexible and responsive service as well as access to efficient technologies such as [dataVISION®](#), its fully electronic, web-based information management system.

The bank is Native American-owned, and a high percentage of its customers are tribal members. The bank's investment department specializes in helping tribes with their 401(k) needs and may be the only Native American-owned bank concentrating on tribal retirement planning services. The framework for the products offered will be built on SPF's proprietary 401(k) My Way™ platform, a turnkey online 401(k) plan that provides multiple benefits such as:

- choices from over 50 mutual fund families
- fast online setup, census and payroll processing
- low cost of administration, with no front- or back-end sales charges
- statements and reports at any time
- administrative online, telephone and face-to-face support with investment consultant

The plan combines secure Internet technology with personal service and educational tools so bank customers can enjoy greater choice and convenience. The bank has also added a new advisor, Luke Dobbins, who is a Cherokee and Chickasaw tribal member, to reach out to all Native American tribes and their employees to bring them into the investment program at Bank of Cherokee County.

SPF's specialization in customer service and program development is important to bank executives. "To the best of our knowledge, our Native American emphasis will be the first of its kind. SPF's creative solutions and responsive service have been a major contribution to our

offerings,” said Susan Plumb, vice president of Investments at Bank of Cherokee County. “We were just a number with our previous broker dealer but we wanted excellence in customer service. We chose Sorrento Pacific Financial because they are always responsive and available when we need them. I know that I can get answers on my first phone call, and I appreciate that.”

Bank of Cherokee County was founded in 1907 and currently serves several communities in Northeast Oklahoma by continuing its tradition of conservative investment philosophy and exceptional customer service. The bank is certified as a Community Development Financial Institution (CDFI) by the U.S. treasury department. Responding to the bank’s need for investment services tailored to Tribal 401(k) planning, SPF initiated several programs to help them reach the next level of success, including support on the Native American emphasis as well as specialized technology [training](#). Plumb describes being pleasantly surprised with the effective and easy training.

“Previous investment planning systems we’d worked on were very cumbersome, so I wasn’t looking forward to it,” she said. “But the training and support we received from SPF was phenomenal, and dataVISION is so easy to use that it’s comparable to the best banking software out there. Moving to dataVISION was a very smooth transition for us, and we’re more effective now because of it. From implementation to tech training to responsiveness and product marketing, SPF has been wonderful every step of the way. We’re looking forward to many more years of success with them.”

Bank executives interested in learning more about SPF’s [program development and support](#) can call Rick Dahl, senior vice president, at 888.805.7910. Investors interested in Bank of Cherokee County’s investment services tailored to Tribal 401(k) planning can contact Susan Plumb at 918.456.3900.

About Sorrento Pacific Financial Services, LLC

Established in 2005, [Sorrento Pacific Financial, LLC](#) (Member FINRA/SIPC) is a full-service broker dealer offering customized investment and insurance solutions, training and program development support to the banking industry. Headquartered in San Diego, SPF works with approximately 80 community banks nationwide and holds a strategic alliance with ICBA (Independent Community Bankers of America). SPF offers expertise in key areas including retirement services, wealth management, and fee-based and insurance products, for both individuals and business customers, and provides a fully-electronic account management system for advisors. For more information, www.mybd.com.

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