



## **FOR IMMEDIATE RELEASE**

### **Sorrento Pacific Financial Adds Clearfield Bank and Trust Company to its Roster of Investment Program Customers**

*Pennsylvania bank lists better technology and focus on community banks as reasons for move*

**SAN DIEGO – Mar. 11, 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, today announced it has added [Clearfield](#) Bank and Trust Company to its roster of investment program customers.

As part of its commitment to provide flexible and responsive service to bank investment programs of all sizes, SPF has set up a program that focuses on the needs of the community bank with two main goals: to help take their investment services platform from an accommodation to a core offering, and to provide technology that will increase the investment program's efficiencies while adding to the bank's personalized services for its customers.

SPF has already commenced several efficiency initiatives for Clearfield, including back-office investment program operations administration, integration of [dataVISION®](#), a proprietary Web-based, online support platform, and launching My Portfolio View, an online feature that allows banking customers to view all of their banking and brokerage accounts online through a single access point.

"Clearfield is a community bank, and our tagline is 'community people you know,' so we knew we wanted a broker dealer with a real focus on the needs of community banks," said Bill Wood, chairman, president and CEO of Clearfield Bank and Trust Company. "We did our due diligence and researched 10 different brokerage companies, but when we saw SPF's advanced technology tools – both for our investment reps and for our customers – as well as their responsive customer service, we decided that they were the best fit for our model."

Clearfield Bank and Trust Company holds over \$300 million in deposits and serves rural communities across central Pennsylvania. In the last three years it has doubled in branches from six to 13 and is in the process of expanding its brokerage program to better serve its multiple branches.

Rick Dahl, senior vice president of SPF, agrees that a focus on the customer is critical. "We believe in providing flexible customer service and advanced technology to bank investment programs of all sizes, and we share Clearfield's focus on quality service," he said. "There is a flight to quality right now, for banking customers and banks alike, and we believe that SPF will

come out on top as the quality broker dealer for banks looking for investment services done right.”

**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 more than 85 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, call toll-free 888.805.5585, extension 7910, or visit [www.mybd.com](http://www.mybd.com).

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