



Citizens Business Bank Names New Head of CitizensTrust

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ONTARIO, Calif.--(BUSINESS WIRE)-- Christopher D. Myers, President and Chief Executive Officer of Citizens Business Bank, announced the appointment of R. Daniel Banis to the position of Executive Vice President and Head of CitizensTrust.

"Dan brings over 30 years of financial services industry experience to this role. He will be a valuable addition to our senior leadership team. His experience in complex trusts, business succession planning, multi-generational family wealth issues and retirement plan services will help drive our future growth plans for CitizensTrust," stated Chris Myers.

Mr. Banis began his banking career with Security Pacific National Bank in 1979, where he rose to the position of First Vice President and Regional Director for the Northwest Region. In 1992, he joined Bank of America with a focus in private banking and was promoted to Vice President and Director of their Trust Client Services Division. He left Bank of America in 1995 to join Fidelity Investments, where he rose to the position of National Sales Manager of the Portfolio Advisory Services Division in 2001. From 2002 to 2009, Dan was the President of First American Trust in Santa Ana, where assets under management and administration doubled under his leadership. Mr. Banis joins CitizensTrust from MullinTBG, A Prudential Financial Company, where he served as Executive Vice President of Sales and Strategy, leading their sales, marketing, relationship management, investment advisory and analytical service groups.

Dan earned his B.S. in Business Administration with an emphasis in finance in 1974 and his M.B.A. in 1984 from California State University at Los Angeles. Dan has also participated in executive education and certification programs at Southwest School of Banking at Southern Methodist University, Harvard Business School and the Securities Industry Institute at The Wharton School at the University of Pennsylvania.

CitizensTrust

CitizensTrust has approximately \$2.1 billion in assets under administration, including \$1.7 billion in assets under management, as of March 31, 2012. CitizensTrust has served the community since 1912 with trust, investment and brokerage related services, as well as financial, estate and business succession planning.

Citizens Business Bank

CVB Financial Corp. (NASDAQ:CVBF) is the holding company for Citizens Business Bank. The Bank is the largest financial institution headquartered in the Inland Empire region of Southern California with assets of \$6.5 billion. Citizens Business Bank serves 40 cities with 42 Business Financial Centers, five Commercial Banking Centers and two trust office locations in the Inland Empire, Los Angeles County, Orange County and the Central Valley areas of California.

Citizens Business Bank

Christopher D. Myers, 909-980-4030
President and CEO

Source: CVB Financial Corp.