



CitizensTrust Receives Recognition in Los Angeles Magazine 2011 FIVE STAR Wealth Managers Publication

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ONTARIO, Calif.--(BUSINESS WIRE)-- CVB Financial Corp. (NASDAQ:CVBF) is proud to announce that Sean Kraus, CFA from CitizensTrust, the Bank's Wealth Management Group, was listed in Los Angeles Magazine's 2011 FIVE STAR Wealth Managers. Mr. Kraus is the Senior Vice President, Chief Investment Officer for CitizensTrust.

The list of the 2011 Wealth Managers is an elite group, representing less than 2 percent of the wealth managers in the Los Angeles area, according to Los Angeles Magazine. Los Angeles Magazine formed a partnership with Crescendo Business Services to find which wealth managers scored highest in overall satisfaction.

Crescendo administered a survey, by mail and phone, to approximately 1 in 4 high-net-worth households (113,000 households), which they defined as the upper 1/3 of all households based on net-worth, and all identified FINRA registered representatives (over 16,300 financial services professionals) within the Los Angeles area.

Recipients were asked to evaluate only wealth managers whom they know through personal experience and to evaluate them based upon nine criteria: customer service, integrity, knowledge/expertise, communication, value for fee charged, meeting of financial objectives, post-sale service, quality of recommendations, and overall satisfaction.

CitizensTrust

CitizensTrust has approximately \$2.0 billion in assets under administration. The firm incorporates proprietary asset management with other best-in-class money managers to build comprehensive portfolios for our select list of private clients. With a history dating back to 1912, CitizensTrust has been helping Southern California families manage their estates for nearly 100 years. CitizensTrust provides trust, investment and brokerage related services, as well as financial, estate and business succession planning. CitizensTrust is a division of Citizens Business Bank, a \$6.6 billion financial services company. Citizens Business Bank serves 42 cities with 43 business financial centers, five (5) commercial banking centers and three (3) Trust offices in California.

Source: CVB Financial Corp.

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