



Citizens Business Bank Wins Market Value Award

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ONTARIO, Calif.--(BUSINESS WIRE)--April 19, 2004--Citizens Business Bank, the wholly owned banking subsidiary of CVB Financial Corp. (NASDAQ:CVBF), received the "Market Cap" Award on April 6, 2004. George Borba, chairman, and Linn Wiley, president and chief executive officer, were also the first to be inducted into the Market Cap Hall of Fame.

The awards were presented at the Annual Strategic Issues Summit co-sponsored by Carpenter & Co. and the California Bankers Association. Carpenter & Co. is an Irvine-based investment banking firm specializing in financial institutions. They inaugurated the award this year.

"The Market Cap Awards honor success in producing superior returns for shareholders," said Edward J. Carpenter, chairman and chief executive officer of Carpenter & Co. "Such returns result from quality performance by the Bank in serving their customers and communities."

Citizens Business Bank is the first bank to be honored with this award and the induction of George Borba and Linn Wiley into the Market Cap Hall of Fame. The bank was founded in 1974 with \$1.5 million in capital. Today, CVB Financial Corp. has total assets exceeding \$4.0 billion and a market capitalization of more than \$1 billion. This represents a return to original shareholders of 41,034%, or more than 400 times their original investment. It is the highest return in the history of California banking.

"We are certainly very pleased to be recognized," Wiley said. "It is a credit to our Board of Directors, officers and staff. They deserve to be proud of this achievement. Now, our job is to make sure we continue the trend."

Citizens Business Bank is the largest financial institution with headquarters in the Inland Empire Region of Southern California. It serves 30 cities with 37 business financial centers in the Inland Empire, Los Angeles County, Orange County and the Central Valley areas of California. Its subsidiary, Golden West Financial Services, provides vehicle leasing, equipment leasing and real estate loan services. The bank's Wealth Management Group has over \$1.1 billion in assets under administration.

Shares of CVB Financial Corp. common stock are listed on the NASDAQ under the ticker symbol of CVBF. For information on CVB Financial Corp. and Citizens Business Bank, visit the Citizens Business Bank Web site at www.cbbank.com.

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