

THE BANK OF SOPERTON AND MILLION PINES COMMUNITY BANK  
REBRANDS AS GEORGIA FIRST BANK



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**THE BANK OF SOPERTON AND MILLION PINES COMMUNITY BANK REBRAND AS  
GEORGIA FIRST BANK**

New Name Reflects Unity Amongst Branch Locations And One, Strong, Continued  
Commitment To Serving The People Of Our State.

**(SOPERTON, GEORGIA)**—The Bank of Soperton and Million Pines Community Bank announced the rebranding of the bank headquartered in Soperton, Georgia, to **Georgia First Bank**.

The current flagship Bank of Soperton branch along with Million Pines Community Bank in Vidalia, Georgia, officially become Georgia First Bank today as signs start changing to the new brand this week.

From its beginning in 1903 in a small building on dirt Main Street in Soperton to its present site, the bank continues to be trusted by customers facing changing times. From then until today, customers have continued to rely upon the bank to meet their financial goals and obligations. To continue with our success, “It was important for us to have a more consistent brand identity in the communities that we do business in all the while continuing to offer the same level of service and care that has allowed us over the years to be the bank of choice for our customers,” said C. Maurice Beasley, III, President and Chief Executive Officer of Georgia First Bank.

"Several years ago, we discussed the idea of rebranding our bank to allow our customer base easier access and greater flexibility to bank with us", said Beasley. So, why change our name and brand after a century? Most importantly, we wanted our brand to be unified under one strong name and we wanted to celebrate everything that has made our bank and the Georgia communities we serve stand out over the decades. Georgia First celebrates our iconic region that has been the birthplace of the firsts that transformed not only our customers, but our State, from the first Vidalia Onion planted over 90 years ago to the selling the South on the value of pine tree farming. Our new tagline, "Bank on Common Ground", reflects the commonality and bond we share with our customers as members of the communities that we serve and as hardworking Georgians. We truly want to see local businesses and local people succeed and we are here to help facilitate those successes in a very genuine and personal way."

"Even though our name is changing, our team of phenomenal bankers remain committed to providing the same level of service our customers have come to expect," said Beasley. "As we transition to Georgia First Bank, it's important to know that you'll be greeted by the same folks you have come to know and trust with your banking needs."

The brand transition will include a new name, a new logo and a new website at [www.GeorgiaFirst.Bank](http://www.GeorgiaFirst.Bank) that customers across the bank's trade area will begin to see immediately. As of May 2nd, our two branch locations, in addition to our ATM location in Glenwood, will all use the Georgia First Bank name and brand going forward.

### **About Georgia First Bank**

As a community bank originally founded in 1903 to serve Soperton and Treutlen County, Georgia, Georgia First Bank has approximately \$137 million in total assets with two office locations. Visit [GeorgiaFirst.Bank](http://GeorgiaFirst.Bank) for more information.