



FOR IMMEDIATE RELEASE
Wed., Aug. 5, 2009

Contact: Kim Kellogg
510-899-7583 (office)
510-325-3195 (cell)

**Jeff Becker Joins Alta Alliance Bank
As Vice President and Relationship Manager**
Pleasanton resident brings 20 years of experience to clients

Pleasanton resident Jeff Becker has joined Alta Alliance Bank as Vice President and Relationship Manager. Becker, who has 20 years of financial industry experience, will work with small businesses, non-profits, and high net worth individuals providing cash management, private business banking and commercial lending services out of the bank's headquarters office in Oakland's financial district.

"Jeff is a successful banker who has a superior track record of delivering top quality customer service," said Sedrick Tydus, chief operating officer. "His experience and expertise will help Alta Alliance fulfill its vision of combining the highest level of customer service with the sophisticated product offerings that businesses and consumers deserve."

Prior to joining Alta Alliance, Becker worked at JP Morgan Chase as a vice president, serving middle-market and small businesses. Prior to that he held managerial and customer focused positions at E-Loan, Bank of America and All Pacific Mortgage.

Becker earned an MBA from Pepperdine University in 1989 and a BS degree from California State University at Hayward.

Alta Alliance is headquartered in Oakland's financial district, and has branch offices in Piedmont and Los Altos. At June 31, 2009, the bank had assets of \$174.1 million.

###