



# COMMUNITY FIRST BANK & TRUST

FOR IMMEDIATE RELEASE

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## COMMUNITY FIRST BANK & TRUST TO OFFER FULL SERVICE BANKING ON SATURDAYS AND IMPROVED ONLINE PRODUCT OFFERINGS

COLUMBIA, TN – Community First Bank & Trust today announces that it will be expanding hours and services beginning in February at its main office location 501 S James Campbell Blvd in Columbia. The new hours will include expanded lobby and drive through hours on Thursdays and Fridays and full service banking on Saturdays from 9:00am to 2:00pm. Also, during the first quarter of 2017 the Bank will be rolling out several new online services to customers including an upgraded mobile application, upgraded website, and an improved ACH manager for business customers.

Louis Holloway, CEO of Community First said: “Community First has always been focused on being the provider of the highest level of customer service that is available in Maury and Hickman Counties. We have recently invested in significant technology upgrades that will allow us to continue to improve our customer’s experience. The shift toward more technology-based service options seems to be the direction that our customers expect, and our efforts will keep us up to date with the best product offerings that are currently available in banking.”

The Bank also announces that the shift toward more technology based service options means that the needs of its customers have begun to shift away from dependence on branch locations for the Bank to serve the needs of its customers. The Bank has operated a customer service branch inside of the Columbia Walmart for the last 15 years. Management believes that branch has served the Bank and its customers well, but that the time has come to consolidate those services into our main office operations when the Bank’s lease term with Walmart ends in March 2017. The online banking upgrade and mobile offerings combined with expanded hours and services at the main office location should more than make up for the loss of any convenience to customers who have enjoyed utilizing our services at the Walmart location.

Holloway also stated “We believe that with the changes in our industry, the fact that we have another service branch in the Neely’s Mill shopping center that is open 7am to 7pm Monday through Saturday and our expanded services at our main office which is less than a mile from Walmart, it is time for us to make this change to our branch network. After this transition is completed, we will be providing more services to our customers with lower overhead, which is good for both our customers and our shareholders.”

Community First Bank & Trust, based in Columbia, TN, was founded in 1999 by a group of Maury County business leaders who wanted to provide a superior banking experience to the communities they serve. CFB&T is a commercial bank operating eight offices in Maury, Hickman and Williamson Counties. The bank provides a comprehensive line of banking services to consumers and businesses in the Middle Tennessee area. Additional information is available at [www.cfbk.com](http://www.cfbk.com).

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