



Media Alert for Immediate Release

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Citizens National Bank Changes Name to VeraBank

HENDERSON, TEXAS – January 14, 2019 – Henderson Citizens Bancshares, Inc., the bank holding company for Citizens National Bank (CNB), has announced that the bank will now operate under the name VeraBank. (Vera rhymes with Sarah.)

The bank's continued geographic expansion made a name change necessary to avoid duplication with other like-named banks in Texas.

Brad Tidwell, President and CEO says, "Our goal was to find a name that was unique, simple, transparent, and identifiable, and I truly believe we have done just that."

Tidwell went on to say, "Since we first opened our doors in 1930, we've worked hard to deliver the best of banking to communities across East and Central Texas. This name change elevates our brand to a position that not only captures who we are but the kind of genuine, forward-thinking financial institution we plan to be for years to come. Our new name will boldly reinforce our commitment to deliver the best banking experience to our customers and neighbors, manifested in a brand that reflects our roots. The decision to change was not an easy one but was necessary for the future of the bank – and we couldn't be more excited about the opportunities it will provide for our employees and customers. Most important, we still have the SAME GREAT EMPLOYEES, SAME LEADERSHIP, SAME OWNERSHIP, SAME PRODUCTS, and SAME GREAT SERVICE as before."

Though VeraBank will be the official name on January 22, 2019, locations across all markets will be transitioning to the new look over the coming months. And, to leverage the equity built over the years, the identifiable brand colors (teal and orange) will remain the same. The logo will be slightly modified to reflect a more modern look, but will keep the diamond shapes to signify continuity. The tagline "Genuine Banking" will also be used, to drive home the long-time commitment to honesty and authenticity in the way the bank operates.

Executive Vice President and Chief Retail Officer, Woodie Tipps, says, "Our refreshed brand will not only set us apart in our markets, but it will demonstrate that we consistently put our customers' needs top-of-mind. It is designed to appeal to new communities and younger customers - while celebrating and acknowledging those long-time customers we've always had the pleasure to serve."



To view our brand video, see FAQs, and more please visit our website at CNBTexas.com/verabank or email contactus@CNBTexas.com.

About VeraBank:

VeraBank, formerly Citizens National Bank, was established in 1930 at the height of the Great Depression, is a privately-owned community bank that serves East and Central Texas with its network of 36 conveniently located branches and \$2.3 billion in assets. VeraBank also has trust assets under management in excess of \$600 million. Throughout its existence, VeraBank has remained committed to providing excellent personal service with the latest in banking technology. VeraBank can be found online at CNBTexas.com/verabank.

VeraBank, N.A.
Member FDIC
Equal Housing Lender