



FOR IMMEDIATE RELEASE

Contact: Thomas Nagy
813.431.9749
tnagy@vividinfusion.com

**THE TAMPA BAY TRUST COMPANY NAMES CARLA PORCARO POWERS VICE PRESIDENT
Wealth Management, Trust and Investment Services Firm Serving the Tampa Bay Area**

TAMPA, Fla. (March 15, 2011) – A unique provider of comprehensive trust and investment management services, The Tampa Bay Trust Company today announced the appointment of Carla Porcaro Powers, Vice President. Powers will be responsible for developing new client relationships for the firm, located at their Tampa Bay offices at 5550 W. Executive Drive, Suite 320. The Tampa Bay Trust Company, a division of The Sanibel Trust Company, is under the operating direction of Terence M. Igo, President and Donald R. Jowdy, Portfolio Manager.

Prior to joining The Tampa Bay Trust Company, Ms. Powers successful career includes holding several key executive management positions within First Union National Bank in Pinellas and Hillsborough Counties and recently served as Service Director, Vice President of Wachovia Bank in Tampa. Powers, who has over 20 years of local, banking experience, is a Florida State University (Tallahassee) graduate with a Bachelor of Science in Business Marketing and a Tampa native.

“We are extremely pleased to appoint Carla Porcaro Powers, as Vice President for The Tampa Bay Trust Company,” states Terence M. Igo, President, The Tampa Bay Trust Company. “We believe Carla will be a trusted advisor for our valued clients and create new business opportunities within the local communities. The Trust Company looks to Carla to lead us as we continue our successful growth in the Tampa Bay area.”

Igo concludes, “Through her comprehensive educational and practical financial industry background, Carla Powers will be an asset to our organization. She will undoubtedly provide dynamic and strategic wealth management planning alternatives for our valued clients. In addition to Carla, The Trust Company’s professionals include some very highly regarded portfolio managers/analysts in the investment world and an impressive Board of Directors.

Founded in 2001, with offices in Sanibel/Captiva, Naples, and now Tampa Bay, the Trust Company manages over \$650 million in client assets and provides wealth management to over 200 high net-worth families, foundations, and non-profit organizations.

--- more ---

About The Tampa Bay Trust Company:

The Tampa Bay Trust Company / Sanibel Captiva Trust Company / Naples Trust Company, is a state-chartered independent trust company regulated by the Florida Office of Financial Institutions. Wealth management services provided by the firm include investment management, trust administration, and financial counseling to individuals, families, businesses, non-profit organizations and endowment funds. Services are best suited for those individuals with \$2 million or more to invest.

The Tampa Bay Trust Company wealth management services are absolute-return oriented, performance-driven, and adhere to a strict philosophy and investment process. The Trust Company's unique Integrated Asset Allocation approach (Growth, Risk Reduction, and Inflation/Currency Protection allows client portfolios to be separately managed and individually tailored to each client's total return and cash flow requirements. The firm's investment management services comply with Florida Prudent Investor Rule (Florida Statutes, Chapter 518.11).

For more information on The Tampa Bay Trust Company, please call 813.915.6202 or visit the firm's website: www.tampabaytrustcompany.com.