



FOR IMMEDIATE RELEASE

Contact: Thomas Nagy
813.431.9749
tnagy@vividinfusion.com

**THE TAMPA BAY TRUST COMPANY'S NEWEST BOARD MEMBER IN GOOD COMPANY
The Appointment of Mr. William C. Crowder Substantiates Bay Area Growth**

TAMPA, Fla. (April 19, 2011) – A unique provider of comprehensive trust and investment management services, The Tampa Bay Trust Company today announced Mr. William C. Crowder as the newest member to the firm's Board of Directors, effective March 30, 2011. Mr. Crowder's prestigious appointment adds to the extremely notable group of advisors on the board of seventeen.

On behalf of The Tampa Bay Trust Company, as well as our regional offices in Sanibel/Captiva and Naples, I am pleased and honored to welcome Mr. William (Bill) C. Crowder, as a Trust Company board member," states Terence M. Igo, President, The Tampa Bay Trust Company. "Bill has exemplified the love of his community through many years of active humanitarian works and I feel he will be a truly beneficial asset to the growth of our firm in the Tampa Bay area. We are extremely excited to bring such a savvy business and community leader to our board of directors."

Igo concludes, "Bill Crowder has proven year after year that his loyalty to family and business and his advocacy for community betterment is a recipe for success. Mr. Crowder's extensive financial history and humanitarian spirit will provide our firm with the renewed perspective to guide us into the future."

William Crowder worked in his family's insurance agency, Crowder Insurance, Inc., for thirty-five years until it sold to American Business Insurance. He is a lifelong resident of Tampa, FL and it seems fitting that he will remain here to facilitate growth and community relationships with The Tampa Bay Trust Company.

Mr. Crowder has served as director for a number of organizations, including Barnett Bank of Tampa; United Cerebral Palsy of Tampa; Florida State Fair and Gasparilla Association; and the Florida Association of Insurance Agents, where he served on the Legislative, Compensation and Finance Committees. He was also past Director and Budget Committee Chairman of the United Way of Tampa. He served as past president of many organizations including Independent Insurance Agents of Greater Tampa, Hillsborough County Unit of the American Cancer Society and the Rotary Club of Tampa.

Founded in 2001, with offices in Sanibel/Captiva, Naples, and 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.

#