FOR IMMEDIATE RELEASE

NAPLES TRUST COMPANY FORMED, OFFICE OPENED

Richard Botthof and Adria Starkey to Provide Leadership

(Naples, FL – August 5, 2009) -- A unique provider of comprehensive trust and investment management services, The Naples Trust Company announces the opening of its office located at 3003 Tamiami Trail North, Suite 201, Naples. The Naples Trust Company, a division of The Sanibel Captiva Trust Company, is operating under the direction of Adria D. Starkey, President, a long-time veteran in the financial services industry.

Starkey brings more than 25 years of experience in financial services to The Naples Trust Company. She is the former regional president of Wachovia Bank, and prior to that served as the managing director of Wealth Management at First Union. She also spent time with Northern Trust both in Miami and Naples. Starkey has been actively involved in Collier County for the past 20 years. She currently serves as the chairperson of the board of trustees for The Shelter for Abused Women and Children. Over the years, she has also been involved with The Naples Children and Education Foundation as well as many other community organizations in Naples. Among her honors, she was the recipient of the Edison College Leadership in Fostering Education Award in 2008.

Starkey is joined in the Naples office by longtime associate Richard “Dick” Botthof. Botthof will serve as Vice Chairman of the Sanibel Captiva Trust Company and will be instrumental in market development efforts in Naples. Botthof has 35 years of experience in banking and is the former regional president of First Union for Southwest Florida. He was also organizer, director, president and CEO of Commerce National Bank, which was sold to First Union/Wachovia in 1987. He has been active in civic affairs, including work with the Greater Naples Chamber of Commerce and the Philharmonic Center for the Arts. He has been intensely involved in economic development efforts in the southwest Florida region and is a founder of the Regional Business Alliance.

The management team of The Naples Trust Company is deeply rooted in the Naples community, and has been actively engaged in community service for over a quarter of century. “We plan to further enhance that commitment to our community,” said Starkey.

Starkey and Botthof agree that the affiliation with The Sanibel Captiva Trust Company was crucial in their decision to become involved in the formation of this new trust company. “The Sanibel Captiva Trust Company has earned a stellar reputation as a first-rate money management firm that is able to deliver a superior level of personal service to each of its clients,” said Starkey.

The Sanibel Captiva Trust Company has continued to maintain a greater than 95% client retention rate during these difficult economic times. “This speaks to their ability to communicate continuously with their clients and exceed client expectations,” Starkey said. “That is precisely the sort of organization that I want to be a part of.”

Botthof said that while The Naples Trust Company may be new to the community, it operates as a division of The Sanibel Captiva Trust Company which provides a platform and service model that has been extremely successful and will serve the Naples area well.

"The Sanibel Captiva Trust Company is an example of how a contemporary, responsive trust company should operate in today's challenging economy," said Botthof.

The Sanibel Captiva Trust Company was chartered in 2001 and manages approximately $400 million in client assets. Its hallmarks have been detailed attention to client service, highly effective financial management and unquestioned integrity.

"The board of directors and I are confident that Adria and Dick are the best team we could have to build and grow The Naples Trust Company," said Trust Company Board Co-chairman Al Hanser. "Their talents, experience and service to the community are unmatched."

The Naples Trust Company offers a holistic approach to wealth management, trust services, and investments to individuals and families who desire a personal, one-on-one relationship with their financial counselor. The company has a family office orientation and encourages its clients to be active partners in all decisions relating to their assets and investments. "Each client has an individually managed portfolio, and clients can speak to or meet with their Portfolio Manager at any time," said Starkey. "We intend to build lasting, even generational, relationships with our clients. We see this attention to personalized client service, which is difficult for larger institutions to deliver, as critical to our long-term success and also as something that sets us apart from other financial managers. In these times of economic uncertainty, investors need to have intimate details of their portfolio and be actively involved in how their money is being invested and managed. "

The Naples Trust Company is open Monday through Friday and by appointment. For more information, call 239-774-4000 or 866-953-0070, or visit www.NaplesTrustCompany.com.

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