



PRESS RELEASE

CB DO-IT-YOURSELF STRATEGY PROGRAM NOW AVAILABLE

San Juan Capistrano, CA, June 22, 2011 – (BUSINESS WIRE) –CB Resource, Inc. today announced that the company’s CB DIY (Do-It-Yourself) Strategy program is the perfect tool to support community banks with the strategic planning process and plan development(Click [HERE](#) to view program).

“Now more than ever community bank leaders need to focus on their strategic planning process with an eye on better performance and gaining a competitive edge,” stated Jeff Rigsby, President and CEO of CB Resource, Inc. He continued, “the pressures of a weak economy, regulatory oversight and competitive forces requires bank leadership to assess how they will effectively compete and prosper today and in the future. We believe our DIY Strategy program is the right product at the right time.”

What you get:

- **Strategy Plan Template:** 40 page draft document ready to be customized to reflect your bank’s strategic planning process, goals and objectives, and action plans.
- **Custom Planning Session PowerPoint:** 80 slides including Economic trends, industry trends, capital market trends, regulatory trends, your bank’s performance trends, peer and competitive analysis, target market analysis and more.
- **Proposed Agenda:** Outlines a proposed timeline for your strategic planning session.
- **Valuation and Growth Model:** An efficient Excel model that allows you to conduct “what if scenarios” for growth, ROAA, ROAE, Leverage Ratio, book and market value equity.
- **Strategic Planning Model:** Flow chart that illustrates a successful strategic planning process.
- **Professional Coach:** a virtual coach to support you with the tool and process.

“We understand that many of our bank clients prefer to handle the planning process themselves. With this tool, they “do-it-themselves,” but have all the world class support to build the best plan.” said Bob Adkins, Chief Financial Officer of CB Resource, Inc.

“We hope all community bankers will utilize our DIY Strategy program. We are confident that with sound information and tools, the community banking industry will thrive and continue to play a significant role in serving the best interests of their customers, shareholders, communities and their people.” Rigsby stated in closing.

For Additional Information visit our website at: www.cb-resource.com

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About CB Resource, Inc.

CB Resource (formerly Community Bank Ventures) is a national firm committed to providing community bank senior executives and their boards the best information, tools, advisory services, and networking capabilities designed to advance bank performance and yield maximum shareholder and customer value.

Our information, tools and resources are derived from primary and secondary best-practice research, bank performance analysis, and through the interaction with our growing national network of successful bank executives and subject matter experts.