

**PRIVATE BANCORP OF AMERICA, INC. SUBSIDIARY SAN DIEGO PRIVATE BANK PROUDLY
ANNOUNCES THE INTRODUCTION OF ONE!**

La Jolla, CA – GlobeNewswire – July 13, 2016 – Private Bancorp of America, Inc. (OTCQB:PBAM)

ONE is the new Treasury Management Product suite of San Diego Private Bank (the “Bank”). In addition to **ONE** the bank announced the successful integration of its new electronic banking platforms for both consumer and business customers.

“This successful integration and introduction completes a one million dollar investment in people and technology by San Diego Private Bank. These investments reflect the Bank’s commitment to ensure we are not only on the forefront of compliance and cyber-security but also customer service technology. **ONE** is designed to make our customers more efficient and secure without compromising our hands on ‘best in class’ customer service” Thomas V. Wornham, President and CEO of the Bank and PBAM said Tuesday.

“I could not be more proud of our incredible team of professionals who completed these major tasks over the past few quarters; while continuing to grow our businesses.”

The Bank’s systems conversions and upgrades were completed in the first quarter 2016. The product and customer service upgrade integrations were completed at the end of June 2016. The new platforms are scalable and designed to accommodate both the Bank’s future growth and that of our customers.

Wornham concluded, “We are delighted to be able to put more tools in our customers’ hands without taking away any human access to our team of ‘best in class’ financial service professionals. We view technology as an enhancement to our commitment to our hands-on, customer-centric service model, not a replacement of the personal touch.”

“I applaud our Board of Directors and Shareholders for having the vision to make this commitment and our team for their superior execution of an effective plan. The entire San Diego Private Bank and PBAM team appreciate the continued loyalty and support of our customers, partners and shareholders.”

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This press release may include forward looking statements that involve inherent risks and uncertainties. Private Bancorp of America, Inc. cautions readers that a number of important factors could cause actual results to differ materially from those in the forward-looking statements. These factors include economic conditions and competition in the geographic and business areas in which Private Bancorp of America, Inc. operates, our ability to successfully integrate the operations of merged banks, inflation, fluctuations in interest rates, legislation and governmental regulation. You should not place undue reliance on forward-looking statements and we undertake no obligation to update those statements whether as a result of changes in underlying factors, new information, future events or otherwise.

San Diego Private Bank is a wholly owned subsidiary of Private Bancorp of America, Inc. San Diego Private Bank is an independent community bank headquartered in Coronado, Calif. and was organized in 2006. More information about San Diego Private Bank may be obtained at www.sandiegoprivatebank.net.