



For immediate release

Oct. 21, 2020

For more information, please contact:

Alex Green

Marketing Communications Manager

Community National Bank

Phone: 423-567-7306 | 423-504-4552

Email: alex.green@abscorporation.com

Community National Bank, SimplyBank to unite in 2021

Commonly-owned Rhea County banks to operate exclusively as SimplyBank beginning next year

RHEA COUNTY, Tenn. – With great excitement and anticipation, the unified leadership team at SimplyBank and Community National Bank announced this week intentions to fulfill a longtime vision of bringing together the two family-owned banks, which have shared common ownership since the mid-1980s.

Bank leaders will apply with the Federal Deposit Insurance Corporation (FDIC) and the Tennessee Department of Financial Institutions (TDFI) to consolidate the Rhea County-based banks this month. At the time of consolidation application, both banks will enter into a review period with the FDIC and TDFI, the governing bodies whose approvals are required to go forward with the unification.

John Owen, president and CEO of the banks, said consolidation of the sister institutions will strengthen the resulting, unified organization in a banking climate dominated by high-profile mergers and acquisitions by national and regional brands.

“This isn’t an out-of-town or out-of-state organization coming in and taking over,” said Owen. “These banks have enjoyed the security, stability and backing of the same private owners for a long time, and our intention is to keep it that way, remaining one of the only 100-plus-year-old, locally-owned community banks in the state. For our employees, community and customers, the best is yet to come.”

SimplyBank traces its history to 1890, when a group of local businessmen founded a new community bank in an old barbershop building in Spring City, Tenn. Community National Bank traces its history to



the early 1960s, when businessmen in both Spring City, Tenn., and Rossville, Ga., established new and unrelated community banks.

In the mid-1980s, Sweetwater, Tenn.-born and prominent businessman George Calfee acquired present-day SimplyBank and Community National Bank in separate transactions after building a business empire of department and convenience stores.

After purchasing the banks, Calfee announced plans to unite the organizations into a single community bank. Calfee passed in 1986 before he could complete the unification, and ownership of the banks passed to the Calfee family. The Calfee family has maintained ownership of the banks since and continues to operate the organization.

With that unique shared heritage and strength of ownership, bank leaders today say the coming-together of SimplyBank and Community National Bank is less of a traditional merger, and more a unification of sister organizations more than 100 years in the making, going back to SimplyBank's origins in 1890.

"This is a unique situation, in which we have a chance to create a stronger, better bank for our customers across Tennessee, Georgia and beyond," said Matt Swanson, chief retail operations officer at the banks. "This move strengthens two longtime, locally-owned institutions and allows us to double-down on our passionate pursuit to be simply exceptional."

Swanson said customer impact during the consolidation will be minimal, as both organizations already share ownership and leadership.

"Community National Bank and SimplyBank already know one another, respect one another and share a leadership team that cares deeply about these banks and this community," he said. "These banks aren't strangers – they're siblings, and we're committed to taking care of one another's customers and employees."

Kevin Smith, chief lending officer at the banks, said the unification of Community National Bank and SimplyBank will empower its retail and lending teams to offer more enhanced products and services than ever in an increasingly competitive market where customers are inundated with choices.

"In today's marketplace, community banks aren't just competing with other community banks," Smith said. "We're competing with banks of all sizes, including Fintechs and other industry disruptors."

And to remain competitive, Smith said the leadership team at Community National Bank and SimplyBank sees unifying as a chance to be stronger together and sharpen the banks' competitive edge.



“We believe our customers and teammates choose our banks because we offer a service level and culture that our competitors do not,” Smith said. “By pairing the latter with a focus on innovation and excellence, we believe community banks are the future, not the past.”

Community National Bank and SimplyBank will continue to operate separately through the end of 2020 and into the first quarter of 2021. Bank customers and account holders will continue to do business as usual with each bank and do not need to take any action.

Bank leaders anticipate finalizing the consolidation in mid-to-late spring 2021, at which time Community National Bank customers, employees and locations will become part of SimplyBank.

For more information about Community National Bank, visit www.cnb-usa.com.

For more information about SimplyBank, visit www.mysimplybank.com.

###

About Community National Bank

Community National Bank is a leader in local, community banking, committed to providing its customers with outstanding products and exceptional service for nearly 60 years. Headquartered in Dayton, Tenn., Community National Bank operates six full-service branch locations across Southeast Tennessee and Northwest Georgia, including: Dayton, Tenn.; Soddy-Daisy, Tenn.; Spring City, Tenn.; Flintstone, Ga.; Ringgold, Ga.; and Rossville, Ga. With conveniently-located, 24-hour ATMs and a mobile banking application, Community National Bank pairs premier service and community banking with industry-leading technology and convenience. Community National Bank is an equal housing lender and member of the FDIC. For more information, visit www.cnb-usa.com.

About SimplyBank.

SimplyBank is a premier provider of community banking and financial services based in Spring City, Tenn. Deeply-rooted with 130 years in operation, SimplyBank today operates across four Southeast Tennessee counties and offers retail consumer and business banking solutions at seven full-service branch locations, including: Benton, Tenn.; Dayton, Tenn.; Decatur, Tenn.; Harriman, Tenn.; Rockwood, Tenn.; Spring City, Tenn.; and south Dayton, Tenn. Pairing hometown service with state-of-the-art technology, SimplyBank offers customers around-the-clock options at its convenient ATM locations and via the SimplyBank mobile banking application. SimplyBank is an equal housing lender and member FDIC. For more information, visit www.mysimplybank.com.