

Contacts:

Valerie Grant, The CE Group
Cell: 210.410.9898
valerie@cegroupinc.net

Renee Sabel, Frost
Office: 210.220.5416
rsabel@frostbank.com

FOR IMMEDIATE RELEASE

Frost Celebrates New Uptown Financial Center and Dallas Region Headquarters with Grand Opening Events

SAN ANTONIO, February 19, 2016 – Frost will celebrate the opening of its new Uptown Financial Center and Dallas Region Headquarters with three days of opening events at their new Uptown address at 2950 North Harwood Street. As the named tenant, Frost occupies 60,978 square feet of Frost Tower, Harwood International’s latest development. A 148-year old bank with deep Texas roots, Frost currently operates 126 financial centers across Texas, including 13 in the Dallas region

Previously located on the 10th floor of an adjacent office building at 2727 N. Harwood, the new Uptown Financial Center provides a more convenient ground-level banking experience for customers. The new Dallas region headquarter offices and conference center occupies an additional six floors of the office tower. This new facility is home to 150 professionals from Frost’s banking, investments, insurance, public finance, real estate, and trust teams as well as its treasury management and human resources departments.

Uptown Financial Center Grand Opening Events

Wednesday, February 24, 2016
5:00 - 7:00 pm

**Ribbon Cutting Ceremony
& Reception**
**VIP event*

Thursday, February 25, 2016
7:30 – 9:30 am

Barista Breakfast

Featuring fresh pastries and coffee made to order
**Free and open to the public*

Friday, February 26, 2016
7:30 – 9:30 am

Juice Bar Breakfast

Featuring fresh juice, smoothies and pastries
**Free and open to the public.*

“In moving our headquarters to this tower, we wanted to be able to bring together Frost teams from around the city into one great location,” said Paul Koch, Dallas region president. “With the opening of Frost Tower, we now have banking, investments and insurance teams under one roof, which we believe will bring greater synergy and collaboration.”

Built-In Service

“Uptown has become Dallas’ premier urban neighborhood. With its thriving mix of retail, residential, and commercial properties, Uptown presents great opportunities for us to provide our latest innovations to a wide range of customers,” says Shari Hicks, Community Leader. The Uptown Financial Center offers Frost’s full range of financial services for consumer and business customers, including commercial and personal bankers, investment, insurance, real estate, public finance, and trust services.

The design of the Uptown Financial Center reflects Frost’s signature design, including the Frost Room, complete with an online banking center where customers can access their accounts. The Uptown location is also home to one of Frost’s newer design features, the

Community Room, which offers a welcoming venue for local clubs, organizations and boards to hold meetings and events. Presentations can also be shown on a flat-screen TV.

The Frost Tower includes a large Conference Center on the 10th floor, with nine conference rooms ranging in size to accommodate anywhere between six to 20 guests and including two terraces with spectacular high-rise views of the Dallas skyline. The state of the art

Uptown Financial Center

2950 North Harwood Street
Phone: 214-515-4900

Hours of Operation Lobby

Mon – Fri: 9 am - 5 pm

Motor Bank

Mon – Fri: 7:30 am – 6 pm
Sat: 9 am – 2 pm

Drive-Through Smart ATM

Open 24 hours 7 days a week
Make cash and check deposits without envelopes or deposit slips and get a detailed receipt of your deposit amount.

Conference Center comes equipped with flat screen TVs, video conference equipment, room wizards, click shares and more.

The Uptown Financial Center features a universal greeter station where banking officers can assist with a variety of consumer and commercial needs. The new facility includes a detached motor bank, as well as a drive-through Smart ATM that allows customers to make check and cash deposits without a deposit slip or envelope. Receipts print with both check images and a detailed list of cash deposited.

“It’s exciting to have a location that brings both our Uptown Financial Center and Dallas region headquarters all under one roof in this prime neighborhood. We hope customers will take advantage of all the location has to offer,” says Koch.

The Design

The new facility offers a juxtaposition of design elements marrying classic, sophisticated materials such as large spans of Carrera tile with a number of unique features reflective of Frost’s historic Texas roots. A large casting of original Texas currency that was in circulation when Colonel T.C. Frost first opened the doors of his mercantile store in San Antonio in 1868 hangs proudly at the teller line. Historic state maps, tintype photography of cowboys, and black and white photos of Texas line the walls of the newly designed financial center. The space blends both modern and historic features.

The Opening Events

A Grand Opening ribbon-cutting ceremony and reception will be held on Wednesday, February 24th at 5:00 pm for local businesses and area leaders. As part of its commitment to the community, Frost will present donations during the ribbon cutting ceremony to The Dallas

Symphony Orchestra Young Strings and Booker T. Washington High School for the Performing and Visual Arts.

The Grand Opening festivities will continue for two days with events that are free and open to the public. Frost will host a Barista Breakfast on Thursday, February 25th with coffee and pastries, and a Juice Bar Breakfast on Friday, February 26th where guests can enjoy fresh juice and smoothies to get the morning started.

About Frost

Frost is the banking, investments and insurance subsidiary of Cullen/Frost Bankers, Inc. (NYSE: CFR), a financial holding company with \$28.6 billion in assets at December 31, 2015. One of the 50 largest U.S. banks by asset size, Frost provides a full range of banking products, investment and brokerage services and insurance products to businesses and individuals in the Austin, Corpus Christi, Dallas, Fort Worth, Houston, Permian Basin, Rio Grande Valley and San Antonio regions. Founded in 1868, Frost has helped Texans with their financial needs during three centuries. For more information, visit www.frostbank.com.

###