



PRESS RELEASE

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Riverview Recognized as Community Bank Leader in Social Media

Local community bank named one of the "Top 50" social media trailblazers nationwide

(VANCOUVER, Wash.) – [Riverview Community Bank](#) has been named one of the Top 50 Community Bank Leaders in Social Media by the [Independent Community Bankers of America](#)® (ICBA). The list, released by ICBA earlier this month, recognizes 50 community banks nationwide as social media trailblazers in the financial industry. Riverview Community Bank is the only bank based in Southwest Washington, and one of two banks headquartered in Washington state, to make the list.

“Congratulations to all the community banks featured on ICBA’s Top 50 Community Bank Leaders in Social Media,” said ICBA Executive Vice President & Chief Marketing Officer Chris Lorence. “Building a brand goes beyond a perceived geographical footprint; social media opens the doors of opportunity even wider for community banks. Consumers now expect fresh content, insight and consistent interaction with brands they are connected to online, and community banks are no exception. ICBA is proud to highlight those community banks and bankers who are blazing a critical trail forward by making social media an integral part of their brand and communications strategy.”

Nearly 7,000 community banks throughout the nation were eligible for ICBA’s list. Community banks were chosen based on their engagement with fans and followers, the content distributed via their social media platforms, the number of fans and/or followers they have, and the frequency of new content.

“Riverview Community Bank is honored to be named to ICBA’s Top 50 Community Bank Leaders in Social Media,” said Kim Capeloto, Riverview’s Executive Vice President. “Like everything else we do here at Riverview, our social media efforts are community driven, functioning as another means of delivering the local, personal service we’re known for. Riverview not only sees social media as a way to take our customer relationships to the next level, but also as a channel for supporting the communities we serve.”

Riverview Community Bank’s Facebook page and Twitter feed can be found at facebook.com/RiverviewBank, twitter.com/RiverviewBank. To view the Top 50 Community Bank Leaders in Social Media list, visit icba.org/smlleaders.

About Riverview

Riverview Bancorp, Inc. (Nasdaq: RVS) is headquartered in Vancouver, Washington – just north of Portland, Oregon on the I-5 corridor. With assets of \$777 million, it is the parent company of the 90-year-old Riverview Community Bank, as well as Riverview Asset Management Corp. The bank offers true community banking services, focusing on providing the highest quality service and financial products to commercial and retail customers. There are 18 branches, including thirteen in the Portland-Vancouver area and three lending centers. Riverview was named one of the 100 Best Companies to Work For in Oregon 2013 and was honored as one of the top Corporate Philanthropists in Washington for 2012. For more information, visit RiverviewBank.com.

About ICBA

The Independent Community Bankers of America®, the nation’s voice for nearly 7,000 community banks of all sizes and charter types, is dedicated exclusively to representing the interests of the community banking industry and its membership through effective advocacy, best-in-class education and high-quality products and services. For more information, visit www.icba.org.

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