

## **Backgrounder**

City National Bank was founded in 1954 to serve the entertainment and real estate industries, professionals and the growing business community in Southern California. Today, it has more than \$23 billion in total assets and 79 offices in Southern California, the San Francisco Bay area, Nevada, New York City, Nashville, Tenn., and Atlanta.

City National provides entrepreneurs, professionals, their businesses and their families with complete financial solutions on *The way up*®. Highly personalized client relationships, combined with a full range of sophisticated financial products – commercial lending, private banking and wealth management capabilities – plus the best talent in the financial industry distinguish City National from its competition.

City National approaches every relationship with the goal of becoming a trusted advisor. That means listening to clients and taking time to understand them, their businesses and their industries. It means offering honest advice and developing financial solutions that are tailored to their needs – both business *and* personal.

### **Commercial Banking Services**

A leading lender to the business community, City National offers the resources, contacts, and depth and diversity of industry expertise – from agriculture and manufacturing to professional services and real estate – that mid-size companies need to enhance their competitive advantage. Specialized financial services include term and asset-based lending, equipment leasing and financing, treasury management, deposit and investment services, and franchise finance.

### **Private Client Services**

City National Private Client Services is dedicated to providing private banking and wealth management solutions that are aligned with the objectives of financially successful individuals, their businesses and their families. A Private Client Advisor listens to each client's financial story and personal goals, and then assembles an appropriate team of City National experts to deliver the bank's full range of resources and capabilities, including banking, asset management, trust services, estate and financial planning, charitable giving programs and customized lending.

### **Business Trust and Investments**

City National takes an industry-specific, consultative approach to provide successful entrepreneurs, corporations, foundations and municipal agencies with customized trust and investment solutions. From comprehensive retirement and 401(k) plan services to institutional custody and business holding escrow services, City National's business trust and investment professionals help clients with even the most complex investment management issues.

### **Services for Professional Firms**

City National provides a wide range of products and services – along with the intellectual and commercial expertise – to meet the complex financial requirements of professional firms in law, accounting, business management, healthcare and other fields. Specialized services include payroll, institutional custody, liquidity management, comprehensive employee benefit programs, business holding escrow services and banking packages for key executives and partners.

### **International Banking Services**

City National offers clients special expertise in foreign currencies, contracts and customs, along with the ability to structure complex trade finance packages. Whether in the business of exporting, importing – or both – City National’s International Banking Services can help clients minimize risk, get paid promptly and capitalize on even the most complex overseas opportunities.

### **Entertainment Industry Services**

Since opening its doors more than a half-century ago, City National has been providing financial services to business managers, entertainment law and CPA firms, talent agencies, film and production companies, and other entertainment service firms. This experience enables the bank to respond quickly and flexibly with creative financial solutions that meet the industry’s special requirements, including production financing, artist-producer escrow services, production accounts and customized treasury management solutions.

### **Treasury Management Services**

City National’s treasury management services combine the latest technology with exceptional support to give clients an unprecedented level of control and flexibility in managing their companies’ daily cash flow, including account reconciliation, controlled disbursement, funds transfer, electronic deposit, lockbox, merchant bankcard and payroll services.

### **Online Services**

City National’s online services – from banking and bill pay to brokerage and treasury management – provide clients with fast and convenient control over their finances. State-of-the-art technology is the perfect complement to the dedicated personal service that has become City National’s hallmark.