

FOR IMMEDIATE RELEASE

Media Contact: Michelle Parish

214-252-4025

michelle.parish@hilltop-holdings.com

PlainsCapital Bank Marks Official Grand Opening of Houston Flagship Location With Ribbon Cutting Ceremony and Reception



PlainsCapital Bank Chairman Alan B. White (center) at ribbon cutting ceremony for PlainsCapital's new Houston Kirby Grove branch joined by PlainsCapital Bank Houston Market President Brent Johnston, and West Houston Chamber of Commerce President and CEO Jeannie Bollinger.

HOUSTON, TX (April 21, 2017) –

PlainsCapital Bank celebrated the official grand opening of its new Kirby Grove location with a ribbon cutting ceremony and grand opening reception on April 6, 2017. The new 15,000-square-foot branch, located at 2925 Richmond Ave. in the heart of the Upper Kirby District, serves as PlainsCapital's flagship office in the Houston market. More than 300 corporate customers and partners attended the grand opening event.

“We are excited to be expanding our Houston operations in the growing and dynamic area of the Upper Kirby District,” said Jerry L. Schaffner, PlainsCapital Bank president and CEO.

PlainsCapital's Kirby Grove location offers a full range of financial services, including: retail and commercial banking, commercial and industrial lending, commercial real estate lending, private banking and wealth management products and services.

“With the opening of our new Kirby Grove branch, we are making a strong investment in the future of this area,” said Brent Johnston, PlainsCapital Bank Houston market president. “We are looking forward to adding more locations in the greater-Houston area in the near future.”

About PlainsCapital Bank

As of June 2016, Dallas-based PlainsCapital Bank, the sixth-largest Texas headquartered bank by deposit market share, operated 63 Texas branches with more than 1,200 employees providing highly personalized relationship banking through a single point of contact. Offering commercial lending, treasury management, small business banking, private banking, and trust and wealth management services, PlainsCapital Bank empowers responsive, local decision-making in each of its major markets: Austin, Corpus Christi, Dallas, El Paso, Fort Worth, Houston, Lubbock, the Rio Grande Valley and San Antonio. PlainsCapital Bank is a wholly owned subsidiary of Hilltop Holdings (NYSE: HTH). Find more information at PlainsCapital.com. *Source: June 2016 SNL Financial*