

# PlainsCapital Bank Announces Launch of New Website Designed to Enhance Customer Experience

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DALLAS--(BUSINESS WIRE)-- Dallas-based PlainsCapital Bank announced today the launch of its recently designed website, [www.plainscapital.com](http://www.plainscapital.com), that offers a number of new features including, navigation improvements, video integration, responsive design and a clean user interface created to enhance the customer experience.

“The new website is an essential tool for PlainsCapital to feature a wide array of commercial and retail products and services to customers, stakeholders and the general public,” said PlainsCapital Bank President and CEO Jerry Schaffner. “Customers can check account balances, view transaction history, transfer funds, manage their money through the Bank’s treasury management system, pay bills and learn more about our products and services anytime, anywhere. Our customers expect careful attention to detail, creative solutions and trustworthy professionals to help them with their banking needs, and we believe the website should bring that same experience online.”

PlainsCapital Bank’s website is designed to be more responsive and automatically adjusts the layout to accommodate the user’s screen size, resolution, orientation and platform on desktop, mobile and tablet devices. The new homepage also features moving video as a design element rather than relying solely on still photos and an interactive testimonials page that allows customers to share their experiences and interact with PlainsCapital Bank.

Navigation has been streamlined using less copy and larger icons that are optimized for touch screen devices. This feature is useful for PlainsCapital’s customers who use Internet Banking and mobile devices to do their banking. To better serve their customers and streamline the information-sharing process in an environmentally-friendly manner, bankers can now use tablets instead of brochures to showcase PlainsCapital Bank’s varied commercial and retail products and services.

The upgraded keyword search function makes it easy to find information about the history, community initiatives, deposit and loan products, and leadership teams at PlainsCapital Bank, while the improved interactive maps allow users to easily locate their nearest branch location. PlainsCapital's new website also helps commercial and retail customers open new accounts and manage all of their banking needs online and at their convenience.

## About PlainsCapital Bank

Dallas-based PlainsCapital Bank, the fifth largest Texas-headquartered bank by deposit market share<sup>1</sup>, operates 80 Texas branches and has more than 1,300 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, Laredo, Lubbock, the Rio Grande Valley and San Antonio. PlainsCapital Bank is part of the PlainsCapital Corporation family of companies. PlainsCapital Corporation is a wholly owned subsidiary of Hilltop Holdings (NYSE:HTH). Find more information at [PlainsCapital.com](http://PlainsCapital.com).

Source: <sup>1</sup>2013 Summary of Deposits survey by the FDIC adjusted for any bank acquisitions

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