



FOR IMMEDIATE RELEASE

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Contact:

Lisa O'Deay

225.227.2330

lisa.odeay@investarbank.com

Investar Bank's New Orleans Region Expands Resources

Two New Positions Created for Treasury Management & Community Development Officers

Baton Rouge, La. – Investar Bank recognized the need to expand resources dedicated to serving the New Orleans market and recently created and filled two new positions: Marsha Montgomery, Treasury Management Sales Officer and Prax Melancon, Community Development Officer.

Montgomery is responsible for the development and sales of treasury management services for businesses in the Greater New Orleans market. She will collaborate with the commercial banking and retail branch teams to execute a strategy that will allow her to fully cultivate existing relationships while bringing in new clients. Montgomery has 28 years' experience in the banking industry with Capital One and spent the past 20 years in treasury management sales and product development. She is a native of Winchester, KY and resides in River Ridge. Montgomery is currently the Treasurer and has served as the President, Vice President and Program Chair of the New Orleans Association for Financial Professionals.

"We are delighted to have a Treasury Management Sales Officer focused on our New Orleans commercial clients. With Marsha's expertise, she will help us grow business relationships using Investar's suite of robust products," Stephen Wessel, New Orleans Regional President, Investar Bank, said.

Melancon is responsible for increasing the Bank's portfolio of mortgage lending efforts in the Greater New Orleans market. She will work with first time home buyers to offer safe loan products. Melancon joins Investar from Iberia Bank and brings over 20 years' experience in the banking industry with 17 of those years specifically in affordable housing lending. As a native of Panama she speaks Spanish fluently and resides in New Orleans. Melancon currently serves as Puentes New Orleans' Board President and is a Louisiana Housing Collaborative Board member. She is the 2016 recipient of Paragone's Women Society "Dollars Make Sense" award.

"Prax brings a wealth of mortgage lending experience to Investar Bank. She thrives on exceeding her customers' financing needs with a particular strength in serving low to moderate income individuals and communities," Ryan Finnan, Consumer & Business Banking President, Investar Bank, said.



Pictured left to right: Marsha Montgomery, Treasury Management Sales Officer and Prax Melancon, Community Development Officer

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Investar Holding Corporation (NASDAQ: ISTR), parent company of wholly-owned subsidiary Investar Bank, had total assets of approximately \$1.2 billion as of June 30, 2017. Investar Bank is a full-service community bank headquartered in Baton Rouge, La. offering extensive banking products and services for individuals and businesses for over 10 years. The Bank serves four markets in Southeast Louisiana with 15 branches: the Baton Rouge area (three branches in Baton Rouge, one in Denham Springs, one in Port Allen, one in Gonzales and one in Prairieville), Hammond, the Acadiana area (one in Lafayette, one in Ville Platte, one in Mamou and one in Pine Prairie) and the New Orleans area (one in Metairie, one in Elmwood and one in Mandeville). Equal Housing Lender. Member FDIC. To learn more, visit www.InvestarBank.com.