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FIRST FINANCIAL BANK AND TRUST HAS CHANGED ITS NAME TO ANTHEM BANK & TRUST

Plaquemine, LA – First Financial Bank and Trust has announced that it has changed its name to Anthem Bank & Trust. The Plaquemine, Louisiana-based community bank with the recent purchase of Texas Country Bank, grew from three locations to five and has approximately \$110 million in assets. The Louisiana locations are in Plaquemine and Baton rouge. The name change will not affect customers, their accounts or how they conduct their banking.

“ The acquisition of Texas Country Bank , along with our expansion into the Florida market, has increased our geographic footprint, enhanced our service offerings and has made us a more diverse financial institution,” said Danny Strickland, the Bank’s President and CEO. “The name Anthem was born from our renewed enthusiasm to serve new markets and the pride we take in our 96-year community banking history.”

First Financial Bank & Trust, now Anthem Bank & Trust, has a rich history of community banking dating back to 1915. The Bank prides itself on offering a traditional full-service banking experience combined with outstanding customer service. Customers with both personal and business accounts appreciate the personal attention that lets them know “*the customer always comes first.*” For more information, please visit www.anthembank.com or call 225-687-6337.

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