



**Press Release – For Immediate Release**

**Bank of the James Launches New Banking Concept in Charlottesville  
New State-of-the Art Branch Now Open**

Charlottesville, Virginia, December 7, 2016 – Bank of the James has announced the opening of a new state-of-the-art branch at 225 Merchant Walk Avenue in Charlottesville, Virginia. This is the first full-service banking office for Bank of the James in Charlottesville. The bank currently has a limited service office located inside Westminster Canterbury of the Blue Ridge for residents and employees of this retirement facility as well as a loan production office located on Rolkin Court in Charlottesville.

The new branch of Bank of the James is located near Wegmans in the 5<sup>th</sup> Street Station and will be open Monday through Thursday from 9 a.m. to 5 p.m., Friday from 9 a.m. to 6 p.m. and on Saturday from 9 a.m. to 12 noon. The branch will have an ATM on site and three drive-through lanes. This branch will offer a new interactive form of banking experience interwoven with digital marketing displays and touch screen banking. Designed by DSBI and drawing on smart banking technologies, the high- touch, high-tech banking experience offers quick and easy visits.

This branch was specifically designed and tailored to fit Charlottesville’s unique and diverse population and will provide a comfortable environment including a coffee bar, community digital board and an outdoor patio. Bank of the James has a staff of highly professional and knowledgeable bankers on site who will assist customers at the touchscreen stations but will also provide the traditional style of banking and customer service for which Bank of the James is known throughout the state.

Heading up the Charlottesville market is Regional Market President, Jared R. Feury. Mr. Feury joined Bank of the James in May of 2014 and is the bank’s Commercial and Business Banking Lender. Philip Gould joined Bank of the James in September 2016 and serves as a Vice President and Branch Manager for the new branch. Ingrid Via, Chris Fitzsimmons and Joshua Sites will serve as Financial Service Representatives. The staff will also hold the titles as Universal Bankers which means that each employee can perform multiple tasks including opening new accounts, assisting with transactions and taking loan applications.

“We are excited to add our presence to the dynamic 5<sup>th</sup> Street Station neighborhood”, commented Market President, Jared Feury. “We hope the new Bank of the James branch will become a center of commerce and community for the residents and businesses who live and work in our region. Charlottesville is the perfect market to showcase this new high-tech electronic form of banking and we invite everyone to stop by and tour the branch. It’s amazing.”

Grand Opening festivities will take place in January 2017.

**About the Company**

Bank of the James, a wholly owned subsidiary of Bank of the James Financial Group, Inc., serves Lynchburg, Charlottesville, Harrisonburg, Roanoke, and other markets in Virginia. The bank currently operates 12 full service locations, two limited service branches, two loan production offices, and an investment/insurance services division. Bank of the James Financial Group, Inc. trades on the NASDAQ Capital Market under the symbol “BOTJ”. Bank of the James opened for business in July 1999 and is headquartered in Lynchburg, Virginia.

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