

NEWS RELEASE



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East West Bank signs with Cetera Financial Institutions

ST. CLOUD, Minn. – Cetera Financial Institutions, formerly known as PrimeVest Financial Services, announces an agreement with East West Bank (Pasadena, Calif.) to provide comprehensive wealth management solutions and support across its six-state branch network. The signing of East West Bank represents the third financial institution with more than \$20 billion in total assets to sign with PrimeVest/Cetera Financial Institutions in a span of six months.

East West Bank, with \$22.5 billion in assets and a market capitalization of over \$3 billion, is among the 30 largest public banks in the United States. Ranked in the top 10 of the 100 Best Banks in America by *Forbes* for the third consecutive year, East West Bank is also one of the nation's top-performing banks.

Agnes Lew, a 2012 *Bank Investment Consultant* Top Program Manager honoree who recently joined East West Bank as Senior Vice President, Director of Wealth Management, will lead its development of wealth management and private banking. "I am very pleased that East West Bank has partnered with Cetera Financial Institutions to bring our clients an expanded range of personalized investment services," said Lew. "East West Bank's position as the financial bridge between East and West, with focus on the U.S. and Greater China markets, presents strong growth potential in this sector."

"East West Bank is already a leader in commercial banking and poised for even more growth," said Cetera Financial Institutions President and CEO **Catherine Bonneau**. "We are looking forward to helping them build a high-performance investment services program to provide their client base with holistic solutions. With our support and an outstanding leader like Agnes, East West Bank clients have a tremendous team ready to serve them."

With more than \$24 billion in total client assets, Cetera Financial Institutions is dedicated to serving banks and credit unions as part of Cetera Financial Group, one of the nation's largest independent broker-dealer/registered investment adviser families. Approximately 500 financial institutions across the United States work with Cetera Financial Institutions to deliver investment, insurance and advisory solutions to their clients.

About Cetera Financial Institutions

Cetera Financial Institutions is a marketing name for Cetera Investment Services LLC, a self-clearing, registered broker-dealer and RIA firm that delivers customized investment and insurance solutions to approximately 500 financial institutions nationwide. With its focus exclusively on banks and credit unions, Cetera Financial Institutions offers flexible program options that helps deepen relationships with clients, grow fee income and fulfill financial institution goals. Cetera Financial Institutions is a member of Cetera Financial Group, which provides leading wealth management and advisory platforms and innovative technology for more than 6,500 independent financial professionals nationwide.

Cetera Financial Institutions is a member of the Depository Trust and Clearing Corporation (DTCC), the Securities Investors Protection Corporation (SIPC), and the Financial Industry Regulatory Authority (FINRA). For more information, see www.ceterafinancialinstitutions.com.

About East West

East West Bancorp is a publicly owned company with \$22.5 billion in assets and is traded on the Nasdaq Global Select Market under the symbol "EWBC". The Company's wholly owned subsidiary, East West Bank, is one of the largest independent banks headquartered in California. East West is a premier bank focused on the United States and Greater China markets and operates over 120 locations worldwide, including in the United States markets of California, New York, Georgia, Massachusetts, Texas and Washington. In Greater China, East West's presence includes a full service branch in Hong Kong and representative offices in Beijing, Shenzhen and Taipei. Through a wholly-owned subsidiary bank, East West's presence in Greater China also includes full service branches in Shanghai and Shantou and a representative office in Guangzhou. For more information on East West Bancorp, visit the Company's website at www.eastwestbank.com.

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