

Federal Reserve Bank of Kansas City Names Douglas Crichfield to Advisory Council

Lakewood, CO – January 20, 2011 - Solera National Bank, a wholly-owned subsidiary of Solera National Bancorp, Inc. (OTC Bulletin Board: SLRK), announced today that President & CEO, Douglas Crichfield, has been appointed to serve on a new advisory council of the Federal Reserve Bank of Kansas City.

Crichfield is one of 12 executives appointed from the seven-state area covered by the Tenth Federal Reserve District. Council members will provide input to the Bank and its senior management on the economy, lending conditions and other issues. Members, who will serve staggered terms through 2013, represent banks, thrift institutions and credit unions and will provide diverse views from community institutions across the District.

Solera National Bank is a traditional, community commercial bank with a specialized focus serving the Hispanic market. It prides itself in delivering personalized customer service — welcoming, inclusive and respectful — combined with leading-edge banking capabilities. The bank is also actively involved in the community in which it serves.

For more information, please contact:

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