

## **Solera National Bank Names Patricia Barela Rivera Director of Community Relations**

Lakewood, CO – July 13, 2009 - Solera National Bank, a wholly-owned subsidiary of Solera National Bancorp, Inc. (OTC Bulletin Board: SLRK), announced today it has named Patricia Barela Rivera, President/Owner of PBR Solutions, Director of Community Relations. In this capacity, she will help guide Solera National Bank's community outreach initiatives and will serve as the coordinator of the bank's newly formed President's Community Advisory Council. Ms. Barela Rivera will serve in an advisory role to the bank.

Ms. Barela Rivera is the former Colorado District Director for the U.S. Small Business Administration (SBA), a position she held for eleven years. Under her direction, the Colorado District Office received several SBA national recognition awards. Prior to her tenure with the SBA, Ms. Barela Rivera served in several capacities for the State of Colorado, including Deputy Director for the Department of Local Affairs and Director for Citizen Advocacy and Outreach in the Governor's Office.

Ms. Barela Rivera has been engaged in community affairs throughout the course of her career. She has served on numerous boards of directors and advisory boards including those of the Denver Hispanic Chamber of Commerce, the Denver Zoo, The Denver Museum of Nature and Science, Junior Achievement, Colorado Scholarship Coalition, Rocky Mountain PBS, Johnson & Wales University Community Leadership Institute, Centro San Juan Diego, Denver Art Museum - Hispanic Initiative, Kempe Foundation, Channel 9 "Who Cares", and Tiffany & Company. She has received awards for her service, including Lifetime Achievement Awards from the Colorado Women's Chamber, the Denver Hispanic Chamber of Commerce and Escuela Tlatelolco. She most recently received the Martin Luther King, Jr. Humanitarian Award of the City and County of Denver. She also received the SBA Administrator's Award for Excellence and was named "100 Most Influential Hispanics in the United States" by Hispanic Business Magazine.

Doug Crichfield, President & CEO of Solera National Bank commented, "We are delighted to have someone of Patricia's reputation adding to our already extensive community outreach efforts. She will be a great asset working with us and our President's Community Advisory Council as Solera continues on its growth path."

Ms. Barela Rivera, added, "I'm thrilled to be a part of Solera National Bank's local involvement and outreach. I'm looking forward to helping build new relationships with diverse community stakeholders, particularly with the various ethnic communities, small businesses and the private sector, such as foundations, corporations and non-profit organizations. I think my fellow Coloradans will come to know Solera National Bank as I do...committed to the financial success of every customer."

Solera National Bank is a traditional, community commercial bank with a core-competency in understanding and servicing the culturally diverse and dynamic Hispanic market.

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