

## **Solera National Bank CEO Named Corporate Co-Chair of the Rocky Mountain Minority Supplier Development Council 2009 Business Opportunity Fair**

Lakewood, CO – July 9, 2009 - Solera National Bank, a wholly-owned subsidiary of Solera National Bancorp, Inc. (OTC Bulletin Board: SLRK), announced today that its President & CEO, Doug Crichfield, has been named the Corporate Co-Chair of the Rocky Mountain Minority Supplier Development Council (“RMMSDC”) 2009 Business Opportunity Fair. This exclusive event will be held August 7, 2009 at the Colorado Convention Center. It will be an opportunity for corporate members to meet with Minority Business Enterprises (“MBEs”) to initiate or renew business partnerships and contracting opportunities.

The mission of the RMMSDC is to drive the growth of MBEs through business relationships with corporations, government, academic entities, and others. The RMMSDC facilitates greater access to the goods and services of minority-owned businesses for diverse corporate and government entities, thus fostering the development of lasting and mutually beneficial business relationships. The RMMSDC supports the development of minority-owned businesses in Colorado, Wyoming, Utah and New Mexico and further provides business education and certification assistance for its MBE members.

Doug Crichfield, President and CEO of Solera National Bank, commented, “Solera welcomes the opportunity to work closely with the RMMSDC on this event which is so important to the MBE community. In this difficult economic environment the value of face-to-face networking afforded by the Business Opportunity Fair is an even more important element to successfully developing business.”

Jasmin Espy, MBE Co-Chair, remarked, “I am honored to partner with Solera National Bank for the 2009 Business Opportunity Fair. We are pleased to offer this event for our members to create or enhance business relationships that are increasingly more important as the economy moves towards recovery. This year’s theme – “More Than Names, More Than Faces – Explore Your Opportunities and Achieve a Positive Impact” is a call to action and platform for our diverse, talented and leading edge businesses.”

Rudy Cooper, Executive Director of RMMSDC, added, “On behalf of Rocky Mountain MSDC, we are excited about Doug’s commitment to serve as the Corporate Co-Chair for our 2009 Business Opportunity Fair. The Business Opportunity Fair is our major annual fundraiser and is a critical component for both branding the council and for creating a venue in which our constituents can collaborate. We thank Solera National Bank for their commitment to the community.”

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

For more information, please contact:

Mr. Doug Crichfield  
President and CEO, Solera National Bank  
Tel: 303-937-6429  
Email: [DCrichfield@SoleraBank.com](mailto:DCrichfield@SoleraBank.com)

Mr. Rudy Cooper  
RMMSDC Executive Director  
Tel: 303-623-3037  
Email: [Rudy@rmmsdc.org](mailto:Rudy@rmmsdc.org)

###