SVB Financial Group

Silicon Valley Bank Names Jane Lodato Head of Marketing

SANTA CLARA, CA - January 7, 2002 - Silicon Valley Bank (the "Bank"), a wholly owned subsidiary of Silicon Valley Bancshares, today announced the appointment of Jane Lodato as the Head of Marketing. Ms. Lodato will assume a newly created position that reflects the Bank's commitment to branding and communications.

Ms. Lodato will be responsible for the creative execution of all phases of the Bank's marketing communications, including branding, and internal and external communications. She also will oversee the advertising, public relations, Web site, and promotions functions.

"Jane's high level of marketing and branding expertise will be a large asset to the Bank," said Ken Wilcox, president and CEO of Silicon Valley Bank. "We are confident that Jane's extensive experience will help us to meet our branding objectives."

Ms. Lodato joins Silicon Valley Bank from Palo Alto, Calif.-based Alliant Partners, a leading investment banking firm providing merger and acquisition and corporate partnering services to middle-market technology companies. Silicon Valley Bank acquired Alliant in September 2001.

While with Alliant, Ms. Lodato served as vice president of marketing, where she determined and implemented a brand identity in all areas of communication — internal and external. She created a new corporate identity, which included a new Web site, and programs in advertising and public relations.

Prior to joining Alliant, Ms. Lodato served as chief operating officer of Sierra Club productions, and director of marketing for the Sierra Club, a non-profit organization. In that role, she was responsible for creating the television production and marketing divisions of the organization.

Before that, Ms. Lodato served as senior vice president of marketing for Universal Studios Television where she was responsible for creative and strategic planning. She oversaw execution of consumer and trade marketing campaigns for all shows.

Previously, Ms. Lodato served as executive producer of special projects with Jay Chiat of Chiat/Day New York. She was responsible for developing and selling business plans, creative strategies and content ideas for two new cable networks.

Prior to Chiat/Day she was vice president of advertising with ABC Television Network, where she was responsible for all prime time creative advertising for ABC from inception to completion.

Other marketing experience includes work as a consultant with Apple Computer, and as creative director with entertainment advertising agency Diener, Hauser and Bates. She began her career at Nike, moving on to Adidas where she was the manager of advertising. She earned a bachelor's degree in psychology from the University of Oregon.

Silicon Valley Bank serves emerging growth and middle market companies in targeted niches, focusing on technology and life sciences, while also addressing other specific industries in which it can provide a higher level of service and better manage credit through specialization and focus.

The Bank operates throughout the Silicon Valley: Fremont, Santa Clara, Palo Alto and Sand Hill, the center of the venture capital community in California. Other regional offices within California include: Irvine, Los Angeles, Napa Valley, San Diego, San Francisco, Santa Barbara, and Sonoma. Office locations outside of California include: Phoenix, Arizona; Boulder, Colorado; West Palm Beach, Florida; Atlanta, Georgia; Chicago, Illinois; Boston, Massachusetts; Minneapolis, Minnesota; New York, New York; Durham, North Carolina; Portland, Oregon; Philadelphia, Pennsylvania; Austin, Texas; Dallas, Texas; Northern Virginia; and Seattle, Washington. More information on the Bank can be found at www.svb.com. Jane Lodato, Marketing, (650) 614-1542

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