



FOR IMMEDIATE RELEASE

TRI-STATE INSURANCE AGENCY ANNOUNCES NAME CHANGE TO SB ONE INSURANCE AGENCY

AUGUSTA, NEW JERSEY – September 14, 2018 – Tri-State Insurance Agency, a wholly owned subsidiary of SB One Bank, announced today that it has changed its name to SB One Insurance Agency following the rebrand of SB One Bancorp and SB One Bank earlier this year.

“As part of the SB One Bank family, it only made sense to change our name,” said George Lista, president and CEO of SB One Insurance Agency. “It demonstrates our alignment with SB One Bank and our shared vision for continued and strategic growth. That being said, our new name does not change our commitment to providing best-in-class insurance solutions and the dedicated service our customers have come to expect.”

“George and his team have gone above and beyond in delivering exceptional insurance services to the businesses and residents of northern New Jersey, New York and Pennsylvania,” said Anthony Labozzetta, president and CEO of SB One Bank. “We are excited for Tri-State’s rebrand to SB One Insurance Agency, and we are confident that the new name will serve the team well. Not only will it offer us the opportunities to more closely align our businesses, but it will strengthen our ability to drive organic growth for both of our organizations.”

The new name and logo was formally announced and unveiled during a ribbon cutting ceremony this morning at the Augusta office along with the launch of an updated website and rebranded social media properties.

For more details on SB One Insurance Agency, visit: www.SBOneInsurance.com

not insured by the FDIC;
not a deposit or other obligation of, or guaranteed by SB One Bank;
subject to investment risks, including possible loss of the principal amount invested.

About SB One Insurance Agency

SB One Insurance Agency, formerly Tri-State Insurance Agency, has provided best-in-class insurance solutions to the businesses and residents of northern New Jersey, New York and Pennsylvania for more than 60 years. SB One Insurance Agency represents more than 20 of the country’s most respected and highly rated regional and national carriers and is licensed to write insurance in 37 states.

SB One Insurance Agency is a wholly-owned subsidiary of SB One Bank, which is a full-service, commercial bank that operates regionally with branch locations throughout New Jersey and New York.

For more details on SB One Insurance Agency, visit: www.SBOneInsurance.com

About SB One Bancorp

SB One Bancorp (Nasdaq: SBBX), is the holding company for SB One Bank, a full-service, commercial bank that operates regionally with 14 branch locations in New Jersey and New York. Established in 1975, SB One Bank's strength is in its ability to build strong personal relationships with its customers and to serve the communities in which it operates. In addition to its branches and loan production offices, SB One Bank offers a full-service insurance agency, SB One Insurance Agency, Inc. and wealth management services. SB One Bank reinforces its commitment to the communities in which it lives and serves through the SB One Foundation, Inc. which supports various local charitable organizations.

SB One Bancorp was recently added to the Russell 2000[®] Index and Russell 3000[®] Index. In 2017, it was recognized as one of the top 29 banks and thrifts nationwide and one of three from New Jersey that comprise the Sandler O'Neill Sm-All Stars Class of 2017. SB One Bancorp is one of the 50 Fastest Growing Companies in New Jersey as ranked by NJBIZ Magazine. SB One Bancorp President and Chief Executive Officer, Anthony Labozzetta, was named one of America's Business Leaders in Banking by Forbes magazine and American Banker's Community Banker of the Year in 2016.