



NEWS RELEASE

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FOR IMMEDIATE RELEASE

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**INVESTAR BANK WILL INTRODUCE HIGH-TOUCH BANKING TO NEW ORLEANS
MARKET WITH FULL-SERVICE BANKING OFFICE**

***Veterans Boulevard Location Will Expand Louisiana-Owned, Louisiana-Managed Bank Within
State's "Super-Region"***

BATON ROUGE (*April 2, 2012*) – Investar Bank today announced that it has purchased property in Metairie where it intends to open its first banking location in the New Orleans area, the next step in Investar's plan to expand high-touch, personal community-banking service in southeast Louisiana.

Investar will renovate the 8,300-square-foot, three-story building at 500 Veterans Blvd. in Metairie to provide full-service banking, including consumer, business, mortgage and commercial banking.

"The Interstate 10/12 corridor in southeast Louisiana has been called the state's 'Super Region' by many experts because of its concentration of population, businesses, government, manufacturing and other segments that drive the Louisiana economy," said John D'Angelo, president of Investar. "Financial services customers want and deserve personal attention and access to the products that meet their needs. That is Investar's strategy, and we're excited to be growing in this vibrant region of the state. We also are looking at St. Tammany Parish as an excellent market for our kind of personalized service and local decision-making."

Subject to approval by the bank's regulators, Investar expects construction to begin in May, with opening of the full-service banking center in the third quarter of this year. The office will feature drive-up lanes, a drive-up ATM, safe deposit boxes, parking for approximately nine customer vehicles, three teller windows and private facilities for consultative customer service. The bank expects to hire approximately 15 employees to serve customers at the new location.

"Along with Investar's growing number of locations, our technology-based products and robust delivery channels make banking with us even more convenient," D'Angelo said. "We're

making an even more compelling case to our markets that Investar is the right bank for southeast Louisiana.”

Following a successful capital raise of \$2.3 million in Louisiana, Investar is entering the Lafayette market in 2013, subject to regulatory approval, by building a new banking center on Ambassador Caffery Parkway on property it purchased last year. It also entered Ascension Parish in mid-2011 with its purchase of South Louisiana Business Bank in Prairieville and expanded its Baton Rouge market coverage in 2011 with the opening of a full-service branch and operations center on Coursey Boulevard. Investar added Livingston Parish to its franchise in 2011 with a full-service branch and training facility on Range Avenue in Denham Springs.

With the opening of the New Orleans-area and Lafayette locations, Investar will have seven banking centers in Metairie, Baton Rouge, Denham Springs, Port Allen, Prairieville and Lafayette.

Investar Bank, which had total assets of \$300 million at March 31, 2012, provides comprehensive products and services for businesses and individuals. The bank is considered well-capitalized for regulatory purposes with a Tier 1 Capital Ratio of 11%.

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