

HAPPY STATE BANK Awarded Best-in-State Bank by Forbes

AMARILLO, TX – July 6, 2018 – *Forbes* magazine, the leading national business magazine, well known for its ranking of wealthiest, best and top performing individuals and companies, has released a new list of rankings, “America’s Best-in-State Banks.” This inaugural list differs from past banking lists as it focuses only on banks and credit unions in each state, and compiled the data specifically from customer surveys.

Over 25,000 customers and previous customers across the United States were sent the online survey. They were asked to rate all financial institutions they are or have been customers of, based on five categories: Trust, Terms and Conditions, Branch Services, Digital Services, and Financial Advice.

Financial institutions were then ranked on separate lists using customer scores; the number of high scores determined the amount of state-by-state winners. Specifically, the state of Texas ranked five banks and five credit unions. The five Texas banks receiving top ratings are:

- ★ USAA (87.87)
- ★ Comerica Bank (87.83)
- ★ Happy State Bank (86.85)
- ★ Prosperity Bank (81.85)
- ★ First Financial Bank (80.65)

While national chain banks were not technically included in the list, they did still receive scores based on customer experience. Forbes announced that all winning banks and credit unions in Texas scored higher than the larger institutions.

“I am extremely proud of our staff. It’s quite the honor for Forbes to name Happy State Bank as one of the five best banks in Texas, specifically number three. It speaks well that these comments and ratings were compiled primarily because of the positive comments of our customers,” stated J. Pat Hickman, Chairman and CEO of Happy State Bank.

About HAPPY STATE BANK

HAPPY STATE BANK has been providing quality financial services to its friends and neighbors since 1908. It operates through 35 offices in Happy, Abilene, Addison, Allen, Amarillo, Borger, Canadian, Canyon, Dalhart, Dumas, Floydada, Fort Worth, Hereford, Higgins, Lockney, Lubbock, Olton, Pampa, Panhandle, Plainview, Shamrock, Silverton, Stratford, Sunray and Texline and can be found on the web at happybank.com.

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