



WESTERN HERITAGE BANK

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WESTERN HERITAGE BANK NAMES ASSISTANT VICE PRESIDENT, CREDIT ANALYST

El Paso, Texas – May 9, 2018 – Western Heritage Bank (WHB) has announced that Adriel De La Cruz has been named Assistant Vice President, Credit Analyst. He will be responsible for underwriting and analysis of commercial loans while serving both the El Paso and Las Cruces markets. WHB intends to purchase the three El Paso, Texas branches of Pioneer Bank by the end of the second quarter this year.

“Adriel is an outstanding addition to our commercial lending team. His skill set and experience with other institutions will have a positive impact on our community bank,” said Greg Cory, President and CEO of Western Heritage Bank.

Prior to joining Western Heritage Bank, De La Cruz was Assistant Vice President/Credit Officer at Houston-based Integrity Bank. He began his career in 2010 working for First National Bank as a Credit Analyst in Edinburg, Texas. De La Cruz is a graduate of Sam Houston State University and its Honor’s College. He enjoys spending time with his wife, Erin, an emergency medicine resident student.

About Western Heritage Bank

Since 2001, Western Heritage Bank, a community based institution, has been an active participant in the vibrant and diverse economy of Southern New Mexico. It has helped build businesses ranging from the agriculture industry to manufacturing operations. The bank provides modern banking conveniences with traditional, personalized service in the areas of online banking, personal banking, business banking and loans. Western Heritage Bank is a New Mexico state bank and is a wholly owned subsidiary of New Mexico First Financial, Inc. Western Heritage Bank operates locations in El Paso, Texas; Las Cruces, New Mexico; and Deming, New Mexico. For more information please visit www.westernheritagebank.com

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