



WESTERN HERITAGE BANK

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WESTERN HERITAGE BANK NAMES NEW VICE PRESIDENT OF RESIDENTIAL MORTGAGE FINANCING

El Paso, Texas – May 2, 2018 – Western Heritage Bank has announced that Jason Trujillo has been named Vice President of Residential Mortgage Financing. Trujillo will serve 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.

“Through his years of experience, Jason has developed a strong understanding of residential mortgage loan customers. He knows both the El Paso and Las Cruces markets,” said Greg Cory, President and CEO of Western Heritage Bank.

Trujillo worked for Citizens Bank of Las Cruces from 2012 to 2018, primarily in El Paso. A native New Mexican, Trujillo studied finance at Adams State College and practical marketing research at Lehigh University.

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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