

March 18, 2014

River Valley Community Bank CEO John I. Jelavich to Retire in April

YUBA CITY, Calif.-- (OTC Markets: RVVY) River Valley Community Bank's Board of Directors today announced that the Bank's CEO, John I. Jelavich, will be retiring effective April 1st. Jelavich's decision to retire, made over a year ago, set in motion a well executed succession planning process with the Bank's Board of Directors and will bring to a close a remarkable career of 45 years in local banking.

"John has been a very strong leader, not only having the vision for the formation of the Bank, his execution of the start-up business plan, but importantly his management of the Bank through extremely challenging times," said Gary Thiara, chairman of the board. "The board is grateful for his contributions to the Bank and his distinguished tenure as CEO over the last eight years."

"Having navigated through the great recession and developing a safe, strong, secure and the most dominant community bank in our region is among our proudest achievements. The quality relationships we have built over time have been a very important key to our success. Having generated nearly \$5 million in retained earnings over the past several years while maintaining very strong asset quality has positioned the Bank to be one of, if not the strongest in our class. Being named one of the eleven exceptional California community banks in California early last year by a prominent banking publication was a significant achievement. It is a great feeling, retiring and knowing that something special has been created. It has been a great run over the past eight years and it is time to transfer River Valley Community Bank's helm to a new generation of leadership." Jelavich concluded.

As part of the Bank's succession plan, the board of directors is also announcing that the current President and Chief Operating Officer, John M. Jelavich has been appointed to the position of President and Chief Executive Officer effective April 1st. To ensure continuity with the transition, John I. Jelavich will continue on as a Consultant to the President/CEO for the balance of 2014 and will remain as a bank director for an indefinite period beyond that.

River Valley Community Bank serves its customer base through its offices located at:

- 1629 Colusa Avenue, Yuba City, CA
- 426 Sutton Way, Grass Valley, CA

The Bank offers a full suite of competitive products, services and banking technology. For more information please visit our website at: www.myrvcb.com or contact John M. Jelavich at 530-821-2469.

Forward Looking Statements: This document may contain comments and information that constitute forward-looking statements. Forward-looking statements are subject to risks and uncertainties that could cause actual results to differ materially from those expressed in or implied by such statements. Forward-looking statements speak only as to the date they are made. The Bank does not undertake to update forward-looking statements to reflect circumstances or events that occur after the date the forward-looking statements are made.

- Finance
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