

## PREMIERWEST BANK ANNOUNCES APPOINTMENT OF EXECUTIVE VICE PRESIDENT & CHIEF MARKETING OFFICER

MEDFORD, OR –March 23, 2011

PremierWest Bank is pleased to announce the appointment of Ken Wells to the position of Executive Vice President and Chief Marketing Officer. In this role, Wells leads marketing planning and analysis, brand management, advertising, community relations, media relations, direct marketing, and digital media for the 44 branches of PremierWest Bank, Premier Finance Company and Premier Investment Services, Inc. He serves as a member of the Bank's Managing Committee.

"In his three years with PremierWest, Ken has made significant contributions in areas of new product development, multi channel marketing, brand management, and community relations", said Jim Ford, President and CEO of PremierWest. "His leadership and commitment to teamwork with partners both internal and external have been invaluable."

Mr. Wells joined the bank in June of 2008 as Vice President, Marketing Director and most recently held the position of Senior Vice President and Chief Marketing Officer. His career spans 30 years in marketing management, advertising, digital media, public relations, and product development with companies such as Conde Nast Publications, Discovery Channel, The Smithsonian Institution, New Line Cinema, and Harry & David. He is a graduate of The American University with a degree in Government Administration.

### ABOUT PREMIERWEST BANCORP

PremierWest Bancorp (NASDAQ: PRWT) is a financial services holding company headquartered in Medford, Oregon, and operates primarily through its subsidiary PremierWest Bank. PremierWest Bank offers expanded banking-related services through two subsidiaries, Premier Finance Company and PremierWest Investment Services, Inc.

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