



PRESS RELEASE

March 8, 2010

FOR IMMEDIATE RELEASE

For further information contact
Keith Pollnow, Choice Bank
President & CEO
ketih@choicebank.com · (920) 230-1301

**CHOICE BANK ANNOUNCES PROPOSED FORMATION OF
BANK HOLDING COMPANY**

March 2010 – Oshkosh, WI – Keith Pollnow, President and Chief Executive Officer of Choice Bank, announced the proposed formation of a new bank holding company called Choice Bancorp, Inc. If approved by shareholders and regulators, the reorganization will result in Choice Bank becoming a wholly owned subsidiary of Choice Bancorp, Inc. and current shareholders of Choice Bank will receive one share of Choice Bancorp, Inc. common stock for each share of Choice Bank common stock they currently own.

The shareholders of Choice Bank will be asked to approve the reorganization transaction at a special meeting that will be held later this year. The parties expect to make initial filings for regulatory approvals, as well as file a registration statement with the SEC, by late March.

Choice Bank, established in July 2006, is located at 2450 Witzel Avenue, Oshkosh with a second location at 2201 Jackson Street, Oshkosh. Choice Bank is a locally owned and operated community bank dedicated to making a difference in your community!

THIS PRESS RELEASE DOES NOT CONSTITUTE AN OFFER TO SELL OR A SOLICITATION OF OFFERS TO PURCHASE SECURITIES. NOR IS IT A SOLICITATION OF PROXIES OR VOTES FROM THE SHAREHOLDERS OF CHOICE BANK WITH REGARD TO THE PROPOSED REORGANIZATION OR ANY OTHER MATTER. SUCH OFFER AND SOLICITATION MAY ONLY BE MADE BY MEANS OF A PROXY STATEMENT AND PROSPECTUS THAT WILL ACCOMPANY THE NOTICE OF THE SPECIAL MEETING.

This press release contains certain forward-looking statements, including certain plans which are subject to numerous assumptions, risks and uncertainties. A number of factors, many of which are beyond the Bank's control, could cause actual events to differ significantly from those indicated by forward-looking statements. With regard to this release in particular, there is a risk that the shareholders and/or the applicable regulatory authorities may not approved the proposed reorganization or that economic, financial or governmental developments cause us to reconsider the potential benefits of the reorganization.

Choice Bank...Your Community, Your Choice!

Member FDIC Equal Housing Lender

For additional information about Choice Bank, call (920) 230-1300 or visit www.choicebank.com.

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