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**Central Florida's Newest Community Bank, Portrait Bank,
Announces Plans to Open in 2026**

*First De Novo Bank in Orlando area in recent years
to focus on personalized service*

September 3, 2025 – WINTER PARK, FL – A new community bank is coming to Central Florida with a mission to help residents and businesses “frame their financial future.” Banking veteran Erik Weiner announced the filing of regulatory applications to open Portrait Bank in Winter Park in the first quarter 2026, marking the first de novo bank to launch in the Central Florida area in recent years.

“We are thrilled to bring a fresh, exciting, and personalized approach to community banking back to Central Florida,” said Weiner, who will serve as President & CEO, in addition to being the founder of Portrait Bank. “Our name reflects our core belief that everyone deserves the opportunity to create and frame their own financial success story. We’re here to provide the personal touch and expertise to make that happen.”

Portrait Bank is focused on customized services, and will offer a tech-forward, boutique banking experience, focused on business and consumer financial needs, built on the principles of responsibility, trust, transparency and community engagement. The bank's approach will emphasize hands-on personalized service, a welcome departure from the impersonal experience often found at larger financial institutions.

“There's a real need for relationship-based banking in our growing region,” explained Weiner, who brings extensive experience from his previous role as Central Florida Market President at a large Florida bank, and who also grew up in the Orlando area. “I have a strong passion for the success and vibrancy of this community, having grown up and raised my family here. During my 30-year career in banking, I have always dreamed of launching a bank that is dedicated 100% to the success of our local community. I want to maximize impact in our community, which is arguably one of the best places to start a business and enjoy a unique quality of life that is unmatched.”

Portrait Bank/2

Weiner further explained that the bank will tailor its services to the needs of the community through customized solutions that empower local businesses and consumers. Personalized services, financial education, local reinvestment, and collaboration with local chambers and business groups, will be among the many ways that Portrait Bank will support community needs as the Central Florida region continues to grow.

Leading the bank's board of directors is Ed Timberlake, a seasoned banker and respected Central Florida business leader known for his community advocacy and lifelong dedication to the Orlando region.

“Erik and the Portrait Bank team represent exactly the kind of community-minded leadership our region needs,” said Timberlake. “This bank will be more than just a financial institution; it will be a true community partner.”

Erik and Ed are thrilled to have a “who’s who” of Central Florida joining the board of directors. The board will be served by Tom Cira, Founder of Ironhorse Consulting, Jay Darulla, EVP/COO of Portrait Bank, Warren Dietel, Owner & President of Puff ‘N Stuff Catering & Events, Mike Durante, CPA, Retired from Berman Hopkins Wright & LaHam, CPA’s & Associates, John Evans Sr, President of Moonbeam Land Company, Matthew Fox, Florida Regional Manager, IAT Insurance, Don Guadette, EVP at V3 Capital Group, Tony Jenkins, Central Florida Market President for Florida Blue, Fran Korosec, Owner. Taylor Ross Consulting , William Lowman, Managing Partner, Shuffield Lowman, Joanne McMahon, Owner of JM Hospitality, Brian Yeager, VP Development & Construction Sullivan Properties.

The board of directors is excited that Portrait Bank’s commitment to community will extend beyond traditional banking services. The bank plans to eventually give back through arts-related program support for public schools and broader arts community initiatives throughout Central Florida, reflecting the creative spirit behind the bank's name and mission, as well as the cultural identity of its flagship location: Winter Park.

The bank will also contribute new jobs, adding to an already thriving economy. Hiring is underway for key positions, with the bank expecting to initially create at least 25 jobs. “We're building something special here, a bank that combines sophisticated, customized financial expertise with local decision-making and genuine community care,” Weiner added. “Additionally, we will have a culture where the very best bankers come to work because of our high-energy, fun, and positive environment, coupled with products, tools, and empowerment to effectively take care of their clients. “Portrait Bank will be a place where your financial future gets the attention and expertise it deserves.”

About Portrait Bank

Portrait Bank is committed to being the preferred community bank in Central Florida. The bank will create a local banking culture that is high-energy, passionate, and focused on serving the community through innovative solutions designed specifically for local businesses.

Portrait Bank will leverage leadership, decision-making, investment, and community impact that are all decidedly local in order to offer comprehensive solutions, specialized expertise, and

world-class service that helps local businesses thrive. Through deep community roots and an unwavering dedication to local prosperity, Portrait Bank will transform banking from a transaction into a true partnership that drives economic vitality throughout Central Florida.

To meet our board and learn more about Portrait Bank, visit meetportraitbank.com.

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