

## **IBERIABANK Names New New Orleans Market President**

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IBERIABANK (<http://www.iberiabank.com/>), the 117-year-old subsidiary of IBERIABANK Corporation, is pleased to announce the naming of Karl Hoefer as Executive Vice President and President of the New Orleans market.

Hoefer has served as the New Orleans Commercial Division Manager for IBERIABANK for the past four years. In this role, he assembled an exceptional team of top performers responsible for IBERIABANK's phenomenal growth achieved in the New Orleans market. His primary responsibilities as President will include the continued growth and expansion of the Commercial and Private Banking groups as well as new responsibilities for the bank's New Orleans Retail franchise. He will also continue to manage Iberia Financial Services, the Company's investment arm, which operates statewide.

His extensive career includes his role as the Commercial Banking Division Manager at Bank One. Hoefer also worked for First NBC in the Business Banking and Private Banking Groups. A native of New Orleans, he is a graduate of Jesuit High School, received a Bachelor of Science from Louisiana State University, and completed the Graduate School of Banking at LSU.

His community service includes his active support of Cafe Reconcile and his positions on the Boards of the New Orleans Board of Trade, the Louisiana Children's Museum and the Hunter Whealdon Foundation. He is also a member of the UNO Chancellor Advisory Council, Tiger Athletic Advisory Council and is the former President of Ronald McDonald Children's Charities.

"Well respected in our community and in the industry, Karl will be an outstanding President," says Michael Brown, current President of the New Orleans market. "He is a remarkable leader and his exceptional talent is evident in both the way he leads his team and in his approach to client service and satisfaction."

Hoefer succeeds Michael Brown who will continue in his roles as Regional President of South Louisiana and Chief Credit Officer. His regional responsibilities include the management of the company's growing south Louisiana franchise, which includes New Orleans, Baton Rouge and the Acadiana region.

SOURCE: IBERIABANK

CONTACT: Michael Brown, Regional President of South Louisiana,  
+1-504-310-7314, or Beth Ardoin, Director of Communications, +1-337-521-4701,  
both of IBERIABANK

Web site: <http://www.iberiabank.com/>

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