



U.S. Bank Names Rudy Medina Southern California Market President

3/1/2016

LOS ANGELES--(BUSINESS WIRE)--Mar. 1, 2016-- U.S. Bank has named veteran banker Rudy Medina as its Southern California market president. Medina will lead the market in company-wide efforts and activities, and will direct commercial banking in the greater Southern California area.

"Southern California is an important market for U.S. Bank," said Richard Davis, chairman and chief executive officer of U.S. Bancorp. "We're pleased that Rudy has joined us to help expand our leadership role and community presence in the area."

Medina has over 35 years of banking and financial services experience in California and joins U.S. Bank from Bank of America, where he most recently served as chief operating officer, business banking division. Previous to this he held the role of market president and senior vice president, market executive, California Central Valley, directing all middle market banking and serving as the senior executive in the market.

"Rudy's had a strong history of success as a market and commercial banking leader as well as in strategic operations and planning," said Elliot Jaffee, executive vice president and head of commercial banking at U.S. Bank. "His breadth of experience will enable us to deliver even more value to clients and the greater community."

Medina currently serves as board member, Pacific Coast Banking School and chairman emeritus of the Fresno Hispanic Chamber of Commerce. Previously Medina served as chairman, Business Advisory Committee, Craig School of Business at California State University Fresno and board member, California Bankers Association. Medina has also shared his time and expertise with Reading and Beyond and the Fresno Food Bank organizations.

Medina earned a bachelor's degree in finance from University of the Pacific and is a previous winner of the Kermit O'Hansen Award of Excellence from the Pacific Coast Banking School. Medina and his wife, Susan, and their two sons reside in the Los Angeles metropolitan area.

U.S. Bank employs more than 4,300 people in Southern California and has over 400 branches in the market. In 2015, U.S. Bank made \$5.3 million in foundation grants and corporate contributions to nonprofit partners in Southern California.

U.S. Bancorp (NYSE: USB), with \$422 billion in assets as of December 31, 2015, is the parent company of U.S. Bank National Association, the fifth largest commercial bank in the United States. The Company operates 3,133 banking offices in 25 states and 4,936 ATMs and provides a comprehensive line of banking, investment, mortgage, and trust and payment services products to consumers, businesses and institutions. Visit U.S. Bancorp on the web at www.usbank.com.

View source version on businesswire.com: <http://www.businesswire.com/news/home/20160301006438/en/>

Source: U.S. Bancorp

U.S. Bancorp Corporate Communications
Patrick Swanson, 816-871-2394
patrick.swanson@usbank.com