

**For Immediate Release: February 24, 2010**



## **Bridge Bank Closes \$2.5 Million Credit Facility With Aggregate Knowledge**

**San Jose, CA – February 24, 2010** – Bridge Capital Holdings (**NASDAQ: BBNK**), whose subsidiary is Bridge Bank, National Association, a full-service professional business bank headquartered in Silicon Valley, announced today that it has provided term financing and a working capital line of credit to Aggregate Knowledge to support the company's continued growth.

Aggregate Knowledge is a pure-play technology company that delivers a turnkey advertising platform. The Aggregate Knowledge Discovery Platform provides marketers and agencies the efficiency, control, transparency, and insights they need to execute and personalize audience-centric advertising campaigns. The patent-pending platform effectively puts to action a massive amount of user-level data to deliver personalized marketing messages to custom audience segments.

"Working with Bridge Bank is like working with another very well financed startup. They are entrepreneurs by training and understand the risks and rewards of running a fast growing company like Aggregate Knowledge," said Paul Martino, CEO of Aggregate Knowledge.

"Aggregate Knowledge has experienced great success with its Discovery Platform, providing its clients a unique ability to use their data to maximize their ad dollars" said Ed Lambert, Senior Vice President of Bridge Bank's Technology Banking Group. "We are looking forward to working with Aggregate Knowledge and their investors to support its growth and to serve all of the company's business banking needs."

In January, Aggregate Knowledge announced it closed a Series C financing round of \$9 million. The new investment funds will help Aggregate Knowledge expand its Discovery Platform and deliver more value to its clients with new and exciting audience management and dynamic creative capabilities.

In 2009, Aggregate Knowledge was selected by AlwaysOn as an OnMedia 100 Top Private Company Winner. On February 23-25, 2010, look for Aggregate Knowledge at the Goldman Sachs Technology and Internet Conference 2010 in San Francisco.

### **About Aggregate Knowledge**

Aggregate Knowledge, the leading provider of real-time personalization and audience-centric display optimization solutions, enables agencies and advertisers to gain full control over their advertising campaigns, based on three principles - making it easy, making it flexible, and making it safe. Aggregate Knowledge technology helps its customers serve the best campaign, the best creative, and the best content, personalized to the tastes and needs of the consumer.

### **About Bridge Capital Holdings**

Bridge Capital Holdings is the holding company for Bridge Bank, National Association. Bridge Capital Holdings was formed on October 1, 2004 and holds a Global Select listing on The NASDAQ Stock Market under the trading symbol BBNK. For additional information, visit the Bridge Capital Holdings website at [www.bridgecapitalholdings.com](http://www.bridgecapitalholdings.com).

### **About Bridge Bank, N.A.**

Bridge Bank, N.A. is Silicon Valley's full-service professional business bank. The Bank is dedicated to meeting the financial needs of small, middle-market, and emerging technology businesses. Bridge Bank provides its clients with a comprehensive package of business banking solutions delivered through experienced, professional bankers. Visit Bridge Bank on the web at [www.bridgebank.com](http://www.bridgebank.com).

### **About Bridge Bank Technology Banking Division**

With a growing nationwide web of offices and a correspondent banking network that stretches worldwide, we serve venture-backed and non venture-backed companies from inception to IPO. Bridge Bank's product offering includes growth capital, equipment and working capital credit facilities and treasury management solutions, along with a full line of international products and services and financing secured by domestic, government and foreign receivables. In today's virtual world, virtually anywhere you do business; you can count on our responsive, personalized service.

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## Forward-Looking Statements

Certain matters discussed in this press release constitute forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995, and are subject to the safe harbors created by that Act. Forward-looking statements can be identified by the fact that they do not relate strictly to historical or current facts. They often include the words "believe," "expect," "anticipate," "intend," "plan," "estimate," or words of similar meaning, or future or conditional verbs such as "will," "would," "should," "could," or "may." Forward-looking statements describe future plans, strategies and expectations. Forward-looking statements are based on currently available information, expectations, assumptions, projections, and management's judgment about the Company, the banking industry and general economic conditions. These forward-looking statements are not guarantees of future performance, nor should they be relied upon as representing management's views as of any subsequent date. Future events are difficult to predict, and the expectations described above are necessarily subject to risk and uncertainty that may cause actual results to differ materially and adversely.

Forward-looking statements involve significant risks and uncertainties and actual results may differ materially from those presented, either expressed or implied, in this press release. Factors that might cause such differences include, but are not limited to: the Company's ability to successfully execute its business plans and achieve its objectives; changes in general economic, real estate and financial market conditions, either nationally or locally in areas in which the Company conducts its operations; changes in interest rates; new litigation or changes in existing litigation; future credit loss experience; increased competitive challenges and expanding product and pricing pressures among financial institutions; legislation or regulatory changes which adversely affect the Company's operations or business; loss of key personnel; changes in accounting policies or procedures as may be required by the Financial Accounting Standards Board or other regulatory agencies; and the ability to satisfy requirements related to the Sarbanes-Oxley Act and other regulation on internal control.

The reader should refer to the more complete discussion of such risks in Bridge Capital Holdings' annual reports on Forms 10-K and quarterly reports on Forms 10-Q on file with the Securities and Exchange Commission. The Company undertakes no obligation to publicly revise these forward-looking statements to reflect subsequent events or circumstances.

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