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FOR IMMEDIATE RELEASE
December 3, 2019

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BUSINESS FIRST BANCSHARES, INC., ANNOUNCES NAME CHANGE OF BUSINESS FIRST BANK to b1BANK

Baton Rouge, LA – Business First Bancshares, Inc. (NASDAQ: BFST), announced their banking subsidiary Business First Bank has changed its name to b1BANK. The name change was approved by the Board of Directors earlier this year and went into effect December 1, 2019. The name change reflects both the bank's diversified growth to $2.2 billion in assets and its commitment to the future of the various communities they serve.

"As we continue to broaden our circle, we want to ensure that our name continues to align with our increasingly robust mission," said Jude Melville, president and CEO. "We have a special capacity to serve as a critical partner to our region's businesses for both credit and depository needs. However, as a community bank our objective is to be a resource to all the members of our communities – small business owners that need access to capital and advice as they invest in growth, individuals navigating life's many stages, and governmental and not-for-profit organizations vital to our communities' health."

While customers have been familiar with use of b1BANK over the years by the use of the bank's website (www.b1BANK.com) and signage in select banking centers they were formally notified of the name change in November. Rebranding of banking centers began the week of November 18, 2019, and will be completed by the end of the year.

The bank's wealth services team will continue to operate with the name Business First Wealth Solutions Group. There will be no change to the name of the bank's parent company, Business First Bancshares, Inc. or their Nasdaq Global Select Market ticker symbol BFST.

About Business First Bancshares, Inc.

Business First Bancshares, Inc., through its banking subsidiary b1BANK, operates in 26 banking centers in markets across Louisiana and in Dallas, Texas. Business First Bank provides commercial and personal banking, treasury management and wealth solutions services to small to midsize businesses and their owners and employees. Visit www.b1BANK.com for more information. Business First's common stock is traded on the NASDAQ Global Select Market under the symbol "BFST."

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