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FOR IMMEDIATE RELEASE

May 4, 2026

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b1BANK Unveils "Ignite Ambition" Brand Positioning with Drew Brees Across Louisiana and Texas

Community-rooted regional bank launches "Hall of Ambition" integrated marketing campaign featuring client stories

BATON ROUGE, La. (May 4, 2026) — b1BANK today unveiled "Ignite Ambition," a brand positioning that reflects how the bank partners with businesses, the leaders who run them and the families shaping their futures alongside them. As b1BANK expands its presence across Louisiana and into Texas, the positioning refresh captures how the bank shows up for the decisions that define what comes next, serving as a trusted strategic partner, reducing uncertainty and helping clients act with confidence.

Anchoring the positioning, b1BANK is launching the "Hall of Ambition" integrated marketing campaign featuring client stories from across its footprint. The campaign spotlights the entrepreneurs and decision-makers shaping the regional economy. Longtime client and brand ambassador Drew Brees joins the initiative to amplify the stories of those building with purpose and conviction.

"b1BANK was built on the belief that as businesses grow, they should not have to choose between capability and connection," said Jude Melville, CEO of b1BANK. "The decisions our clients make, whether for a company or a family, carry consequences for their employees, their neighborhoods and the next generation. 'Ignite Ambition' is our commitment to stand beside them with the resources and sophistication they need and the shared perspective they value."

The positioning reinforces what has long set b1BANK apart: pairing institutional strength, deep industry expertise and the financial solutions clients need with the local context of a bank embedded in the markets it serves. With a growing presence in Houston and Dallas alongside its established Louisiana footprint, b1BANK has built the scale and capabilities to support clients across the region without sacrificing the expertise and partnership that define how it operates.

"Anyone who has led a team knows the people around you shape the outcome," said Drew Brees. "I have seen firsthand, as a client and a longtime ambassador for this bank, what b1BANK means to the people working to build something that lasts. I am proud to help tell those stories."

The campaign rolls out today across b1BANK's markets through out-of-home advertising, radio, connected TV and digital media.

To explore the "Hall of Ambition" client stories, visit b1BANK.com/IgniteAmbition.

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About b1BANK

b1BANK, the banking subsidiary of Business First Bancshares, Inc. (Nasdaq: BFST), has $8.9 billion in assets and operates Banking Centers and Loan Production Offices throughout Louisiana and in the Dallas and Houston markets. The bank provides commercial and personal banking products and services, including commercial loans and letters of credit, working capital lines and equipment financing, treasury management and wealth solutions. Through its affiliate Smith Shellnut Wilson, LLC, b1BANK oversees $5.7 billion in assets under management, excluding $1.0 billion of b1BANK assets also managed by SSW. b1BANK has been recognized as the No. 1 Best-In-State Bank in Louisiana by Forbes and Statista and is a multiyear recipient of American Banker's "Best Banks to Work For." For more information, visit b1BANK.com.