

## TRANSACTION PROFILE: PEOPLE'S/SUPERIOR

### People's Community Bancshares – a 7 Year Old Bank – Receives Over \$83 Million!

On the heels of our announced sale yesterday of BankFirst Bancorp (Orlando, FL) for 3.8x book, Hovde Financial is pleased to announce that its client, People's Community Bancshares, Inc. headquartered in Sarasota, Florida, and its wholly-owned subsidiary, People's Community Bank of the West Coast, has signed a definitive agreement to merge with Superior Bancorp, (NASDAQ: "SUPR") Birmingham, AL, in a 100% stock transaction valued all-in at \$83.2 million. This transaction represents Superior's second acquisition in the coveted west coast of Florida market.

People's Community, a three-branch community bank in the Sarasota-Bradenton-Venice MSA has \$327 million in assets, and was established in October 1999. The Company was primarily a real estate lender with 69% of its loan portfolio in commercial real estate and 16% in construction. The 7-year old franchise is one of the highest performing financial institutions on Florida's West Coast and garnered pricing multiples of 3.3x tangible book value and 22.7x LTM earnings. The all-in aggregate transaction value is the highest book value multiple ever paid for a bank headquartered in Sarasota and is also one of the highest in the country for a 7-year old bank reflecting the quality of the organization! The total return to the original shareholders equated to approximately 340% or 48% per year.

With this strategic acquisition, Superior Bancorp will become the 15<sup>th</sup> largest deposit market share in the Sarasota MSA with over \$250 million in deposits (representing a 1.5% share of the total \$16.6 billion in-market deposits). On a pro-forma basis, Superior will have 22 of its 62 branches in Florida and increase its company Florida deposit concentration from 27% to 35%. People's footprint will seamlessly complement Superior's Tampa franchise, acquired in its August 2006 deal with Kensington Bankshares. Unlike its previous two transactions, Superior targeted People's as an earnings-generator which will benefit the pro-forma franchise as it steadily approaches the \$3 billion mark in total assets.

It is also important to note that Neil D. McCurry, Jr., the founder of People's Community Bank, will remain as President & C.E.O. of the bank and maintain complete local bank autonomy retaining his management team, board, and bank name for a period of time after the closing of the transaction.

Hovde Financial initiated the transaction, served as exclusive financial advisor to People's Community, and delivered a fairness opinion to their Board of Directors.

### About Hovde Financial

Hovde Financial is a nationwide investment bank focused exclusively on the financial services industry, specializing in providing a variety of investment banking and financial advisory services to community banks and thrifts. Founded in 1987, the firm has been a financial advisor in 230 merger and acquisition transactions for an aggregate deal value of over \$19 billion. In addition, Hovde has advised on approximately \$5.5 billion in branch transactions. Client-driven and results-oriented, the firm's experienced principals and bankers are committed to providing superior, value-added advice.

## TRANSACTION PROFILE

HOVDE FINANCIAL IS PLEASED TO ANNOUNCE

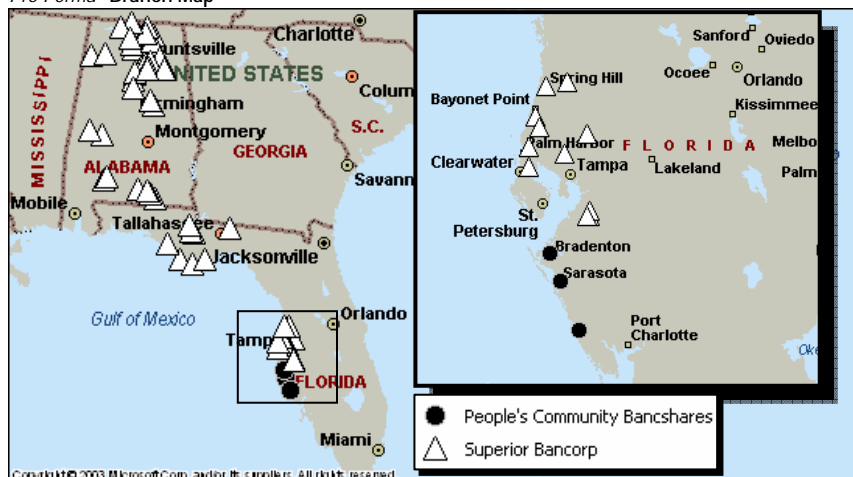
**People's Community Bancshares, Inc. - Sarasota, FL**  
has agreed to merge with  
**Superior Bancorp - Birmingham, AL**

*Hovde Financial both initiated this transaction and served as exclusive financial advisor to People's Community Bancshares, Inc.*

### Overview of the Deal

- Birmingham, AL-based Superior Bancorp (NASDAQ: "SUPR") has expanded its west coast Florida presence with the announced signing of a definitive agreement to acquire Sarasota, FL-based People's Community Bancshares, Inc. and its wholly-owned subsidiary People's Community Bank of the West Coast in an all-stock transaction valued at \$83.2 million\*\*.
- The deal value equates to approximately 3.3x tangible book value and 22.7x People's trailing twelve months earnings.
- This transaction represents the **30th** Florida transaction Hovde has announced since 2003.

### Pro Forma Branch Map



### Transaction Pricing

Aggregate Deal Price (\$million)**	\$83.2
Announced Date	1/18/2007
Anticipated Closing Date	Q3 2007
Form of Consideration	100% Stock
Consideration Structure	Fixed Exchange
Price-to-Tangible Book Value	3.3x
Price-to-Book Value	3.3x
Price-to-12 Months Trailing Earnings	22.7x
Premium-to-Core Deposits	26.8%
Price-to-Total Assets	25.5%

### Pro Forma Market Share - Sarasota MSA

Rank	Institution	Branch Count	Deposits in Market (\$000)	Market Share (%)
1	Bank of America Corp. (NC)	39	3,650,807	22.1
2	Wachovia Corp. (NC)	40	3,110,067	18.8
3	SunTrust Banks Inc. (GA)	34	2,051,350	12.4
4	Marshall & Ilsley Corp. (WI)	8	569,202	3.4
5	Century Financial Group Inc. (FL)	9	541,130	3.3
6	BB&T Corp. (NC)	15	515,625	3.1
7	Fifth Third Bancorp (OH)	10	503,861	3.0
8	Royal Bank of Canada	11	478,706	2.9
9	Regions Financial Corp. (AL)	24	473,827	2.9
10	Northern Trust Corp. (IL)	4	431,314	2.6
11	Coast Financial Holdings Inc. (FL)	11	405,775	2.5
12	Colonial BancGroup Inc. (AL)	7	297,421	1.8
13	Whitney Holding Corp. (LA)	7	285,380	1.7
14	Bank of Commerce Holdings Inc. (FL)	3	266,481	1.6
<b>15</b>	<b>Superior Bancorp (AL) - Pro Forma</b>	<b>3</b>	<b>250,940</b>	<b>1.5</b>
16	LandMark Financial Holding Co. (FL)	5	228,539	1.4
17	Liberty Capital Inc. (OH)	7	222,548	1.3
18	TFS Financial Corp (MHC) (OH)	1	178,582	1.1
19	Community Bank Of Manatee (FL)	2	175,341	1.1
20	First Priority Bank (FL)	2	168,553	1.0
21	First State Financial Corp. (FL)	4	149,504	0.9
22	Flagship National Bank (FL)	3	147,405	0.9
23	Horizon Bancorp Inc. (FL)	3	135,283	0.8
24	JPMorgan Chase & Co. (NY)	3	131,271	0.8
25	Freedom Bank (FL)	2	126,573	0.8

*Note: People's deposit data as of 9/30/06, all other deposit data as of 6/30/06.*

### Buyer and Seller Financial Information (as of 9/30/2006)

	<u>Superior*</u>	<u>People's</u>
Headquarters	Birmingham, AL	Sarasota, FL
Ticker	SUPR	N/A
States of Operation	AL(40),FL(19)	FL(3)
Total Branches	59	3
Total Assets (\$000)	1,836,098	326,784
Total Deposits (\$000)	1,422,443	250,940
Core Deposits (\$000)	660,439	215,699
Total Equity (\$000)	180,884	25,521
Tangible Equity (\$000)	120,591	25,521
LTM Net Income (\$000)	4,027	3,659
LTM ROAA (%)	0.27	1.37
LTM ROAE (%)	3.61	14.90
Efficiency Ratio (%)	77.77	44.49
Non-Interest Income /AA (%)	0.64	0.42
Non-Current Loans / Loans (%)	0.37	0.00
NCOs / Average Loans	0.21	0.00

\*Note: does not include Community Bancshares on a pro-forma basis, as the deal closed 11/7/2006

\*\*Reflects the all-in purchase price including a one-time dividend and some extraordinary payments