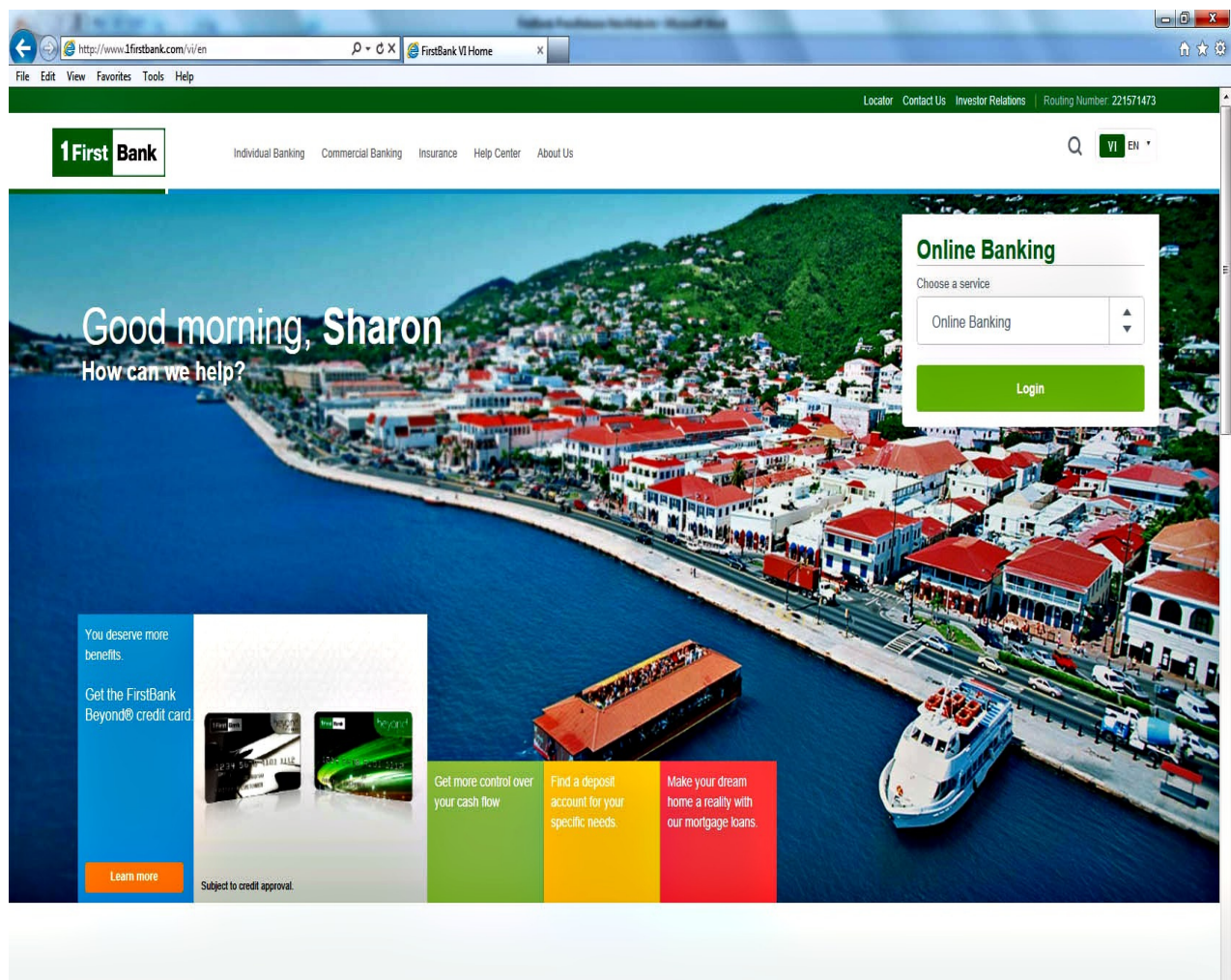


The Virgin Islands Consortium

FirstBank Launches Newly Designed Corporate Website

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Cynthia Graham **March 16, 2015**



FirstBank recently launched a newly designed corporate website, 1firstbank.com, that offers its customers in the Virgin Islands, Puerto Rico and Florida markets more user-friendly features.

According to FirstBank, the new design "will respond to consumer behavior, by providing an optimized access to their information from any device."

"Our website was developed with the innovative responsive design philosophy, that allows the user to adjust the screen display to any size, to show the most relevant and important information for the consumer's convenience," said Antonio Pertiñez, senior vice

president of marketing and public relations.

"The tone and language integrated to the modern design, the use of beautiful local landscapes, adapted to the actual time in each region and the treatment of the colors linked to our brand, complement this website," Pertinez added.

Upon entering the website, local customers and users can select the Virgin Islands region and enter their name. Customers and users will then be greeted with a personal message, such as: *"Good morning, Sharon! How can we help?"* Following that, browsing will adjust to the electronic device being used, whether it is a personal computer, tablet or smartphone.

FirstBank and Puerto Rico-based digital agency, KIS, worked for more than 1-1/2 years to redesign the webpage.

For additional information of FirstBank's corporate webpage, go [here](#) or call FirstLine Solution Center at (866) 695-2511.