

**For Immediate Release: April 22, 2009**



## **Bridge Bank to Participate in the Fourth Annual AlwaysOn OnHollywood Technology Conference**

**San Jose, CA – April 22, 2009** – Bridge Capital Holdings (**NASDAQ: BBNK**), whose subsidiary is Bridge Bank, National Association, a full-service business bank headquartered in the Silicon Valley region of California, announced today its participation in the Fourth Annual AlwaysOn OnHollywood Technology Conference. This two-and-a-half-day event is being held April 27 – 29, 2009 in Beverly Hills, California.

[OnHollywood](#) is where cutting-edge technology CEOs from the back streets of Silicon Valley meet the Hollywood digital entertainment and media elite. The conference will feature CEO presentations and high-level debates on the most promising emerging digital entertainment technologies and new entrepreneurial opportunities in the video, music, gaming, and mobile industries.

At OnHollywood, the editors of AlwaysOn will honor the AOTop 100 Private Digital Entertainment Company CEOs. This list honors not only the top cutting edge digital technologies but also the companies who enable/support those company's distribution and evaluation of ad and media impact. Additionally, up to 50 digital media CEOs will pitch their company's market strategies to a panel of industry experts in "CEO Showcases."

"Bridge Bank continues to expand with us on a long-term partnership that has provided great benefits to both our companies," said Tony Perkins, Chief Executive Officer of AlwaysOn. "We are pleased to have Bridge support us for our Conference as a valued partner and major participant in the presentations and panels."

Over four hundred CEOs, business development officers, eminent researchers, venture capital and private-equity investors, and leading members of the press and blogging community are expected to attend OnHollywood. Thousands of webcast viewers from over 100 countries are also expected to tune in and interact with the program. Executives attend OnHollywood to identify and debate emerging trends, build high-level relationships and create new business opportunities.

"By working with AlwaysOn from the west coast to the east coast and now again in Hollywood, Bridge Bank continues a great partnership that yields premier opportunities to meet companies, network, and share ideas in a growing and increasingly complex space," said Mike Field, Executive Vice President and Manager of the Technology Banking Division at Bridge Bank.

### **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 and middle market companies, and emerging technology businesses, in Silicon Valley, Northern California, and the Nation. Bridge Bank provides its clients with a comprehensive package of business banking solutions delivered through experienced, professional bankers. For additional information, visit the Bridge Bank website at <http://www.bridgebank.com>.

### **About AlwaysOn**

The AlwaysOn Network is transforming the media business by providing its readers with an open and participatory editorial environment. Borrowing from the underground blogging and social networking traditions, AO was launched in 2003 and has emerged as a leader in the "open media" revolution. The network's content focuses on the sweet spots in the technology markets where innovation is disrupting behavior and creating new business opportunities.

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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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