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Contact:

Emily Moseley

emily@crawfordstrategy.com

864-232-2302

United Community Advisory Services' Melissa Ekeberg Named to National LPL Advisor Council

GREENVILLE, S.C. – October 30, 2018 – United Community Advisory Services is proud to announce that Melissa Ekeberg has been named by LPL Financial (LPL) as a new member of the LPL Advisor Council. Ekeberg has worked for United Community Bank for 18 years and has more than a decade of industry experience as an advisor. She currently holds the FINRA Series 4, 7, 24, 53, 63 and 65 registrations through LPL Financial. Ekeberg is one of 24 members selected from among more than 14,000 LPL advisors nationwide.

"I am excited for the opportunity to join this talented group of industry professionals," said Ekeberg. "Being chosen out of thousands of candidates across the country is an honor. I look forward to collaborating with others to learn more about how we can better assist our clients and further develop our industry.

The LPL Advisor Council provides a forum in which advisors representing a variety of business models ranging from small independent practices to large institutions, including banks and credit unions, serve as a sounding board for LPL. Members share ideas and suggestions, as well as challenges and concerns, to help drive the development of upcoming LPL programs, communications, products and services.

Council members serve a multi-year term and attend a series of in-person meetings and conference calls during their tenure. They also participate in ad hoc research projects, have staff members represent their businesses on the LPL Service & Operations Council, and connect with their LPL colleagues on an ongoing basis to ensure their perspectives are brought forward.

Advisor Council members pledge to:

- **Advise** – Help assess specific areas of LPL services, communications, programs and technology and make suggestions and recommendations designed to improve each area.
- **Assist** – Discuss emerging industry and market trends with LPL leadership and help identify potential action in response.
- **Advocate** – Represent all LPL institutions, businesses and advisors by making recommendations that support their peers and improve the industry as a whole.

United Community Advisory Services offers financial products through LPL Financial. LPL provides resources, tools and technology that support advisors in the delivery of personal, objective financial advice.

About United Community Banks, Inc.

United Community Banks, Inc. (NASDAQ: UCBI) is a bank holding company based in Blairsville, Georgia with \$12.4 billion in assets. The company's banking subsidiary, United Community Bank, is one of the southeast region's largest full-service banks, operating 150 offices in Georgia, North Carolina, South Carolina and Tennessee. The bank specializes in personalized community banking services for individuals, small businesses and corporations. Services include a full range of consumer and commercial banking products including mortgage, advisory, and treasury management. Respected national research firms consistently recognize United Community Bank for outstanding customer service. For the last five years, J.D. Power has ranked United Community Bank first in customer satisfaction in the Southeast. In 2018, for the fifth consecutive year, Forbes magazine included United on its list of the 100 Best Banks in America. Additional information about the company and the bank's full range of products and services can be found at www.ucbi.com.

About LPL Financial

LPL Financial is a leader in the retail financial advice market and the nation's largest independent broker-dealer**. We serve independent financial advisors and financial institutions, providing them with the technology, research, clearing and compliance services, and practice management programs they need to create and grow thriving



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practices. LPL enables them to provide objective guidance to millions of American families seeking wealth management, retirement planning, financial planning and asset management solutions. LPL.com

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