



**First Financial Bankshares customers and shareholders also know a thing or two about Value and Values – and we learn from them every day. We're proud to share in their success. Here are just a few of their stories.**

George Marti believes in doing things. Good things.

Born to humble roots on his parents' farm in 1920, Marti has accomplished much, including founding three radio stations (and investing in 10 more) and developing a remote pickup device that became standard equipment in 80 percent of all radio stations worldwide. He still has part ownership of KCLE in Cleburne, Texas (the town where he was once mayor for 12 years).

Marti's dedication to his hometown is part of the reason why he bought Cleburne State Bank in 1992. His business skills (and success in the broadcasting industry) gave him the resources to turn the bank into yet another winning venture. Five years later, he sold it to First Financial, which merged it with their existing First Financial Bank, Cleburne.

The proceeds from the sale helped Marti complete the funding for his proudest achievement: the Marti Foundation, which he created in the 1970s to help send students from Johnson County to college. "We help over 100 students a year ... most are the first from their family ever to attend college," says Marti. "I know what education did for me, so it's a great thing to help these young people." Marti says that when he dies, the Foundation will live on, \$20 million strong.

Marti still serves on the board of First Financial Bank, Cleburne. "First Financial's merger of the banks was positive for the community. They have a good customer base. They are friendly, helpful and creative. They are growing, and the branches in Alvarado and Burleson are both doing well. Those are all good things."

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George Marti  
Founder  
Marti Enterprises  
Cleburne, Texas