

Comerica Bank Launches 2017 Signature Event Series
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DALLAS, March 7, 2017 /PRNewswire/ -- Comerica Bank today announced the launch of a 2017 signature event series for customers and prospects that include "Outlook on America" and Women's Business Symposia in multiple bank markets. Noted CNBC senior analyst Ron Insana will be the featured speaker at the "Comerica Bank Outlook on America Symposium: First 100 Days," to be held on March 16 in San Francisco, March 23 in Phoenix, March 29 in Dallas and March 30 in Houston. Academy Award winner Geena Davis will be the keynote speaker at Women's Business Symposia in Orange County, Calif. on April 21, Houston on September 28, and Dallas on October 13. Emmy award winner Leeza Gibbons headlines a Women's Business Symposium in Detroit on April 28.

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"We are taking a strategic, programmatic approach to event execution that will bring top-name talent to a number of Comerica markets," said James H. Weber, executive vice president and Chief Marketing Officer. "We are providing our customers with special 'thought leadership' opportunities, presented in a way that underscores our strong relationship focus. Our sponsorship of these events showcases how we are raising expectations of what a bank can be."

CNBC Senior Analyst and financial industry expert Ron Insana will present "Trump 2017: From Washington to Wall Street," an overview of the first 100 days of the Trump presidency and the impact on business and the U.S. markets. Insana, host of *The Market Scoreboard Report*, a daily money news update heard on news-radio nationwide, and CNBC commentator, will help translate the market signals and political maneuvers into information everyone can understand. Insana is the author of "Traders' Tales," "The Message of the Markets," "TrendWatching," and most recently, "How to Make a Fortune from the Biggest Bailout in U.S. History: A Guide to the 7 Greatest Bargains from Main Street to Wall Street."

For the past 10 years, Comerica's Southern California Women's Business Symposium has provided a forum for female business owners and entrepreneurs to share their unique perspectives and secrets for success with the community. In 2017, Comerica will seek to replicate that formula in three additional markets across the bank's footprint. Academy Award winner Geena Davis and Emmy Award winner Leeza Gibbons will share their insights and observations with Comerica's guests in up-close settings that provide enhanced networking opportunities.

Davis, Academy Award winning actor, film producer, writer and founder of multiple women's initiatives, will present "See Jane: Gender Equality and Why It Should Matter to All of Us," at Comerica Bank's Women's Business Symposia in Orange County, California, Houston and Dallas. Earning the 2006 Golden Globe Award for Best Performance by an Actress in a Television Series – Drama, Davis broke ground in her portrayal of the first female President of the United States in ABC's hit show "Commander in Chief." In 1989, Davis received the Academy Award for Best Supporting Actress for her role as the offbeat dog trainer Muriel Pritchett in Lawrence Kasdan's "The Accidental Tourist." She was again nominated for an Academy Award and Golden Globe for her performance in Ridley Scott's "Thelma & Louise," in which she co-starred with Susan Sarandon. Davis went on to receive a Golden Globe nomination for Best Actress for her portrayal of baseball phenomenon Dottie Hinson in "A League of Their Own." Davis is the Founder and Chair of the non-profit Geena Davis Institute on Gender in Media, which engages film and television creators to dramatically increase the percentages of female characters — and reduce gender stereotyping — in media made for children 11 and under. Davis is co-founder of the Bentonville Film Festival which champions women and diverse voices in media. BFF's mission is to encourage content creation in film and other forms of media that reflects the diverse — and half female — world we live in. Davis was appointed Special Envoy for Women and Girls in ICT for the UN's International Telecommunication Union (ITU). She is also an official partner of UN Women, working toward their goal of promoting gender equality and empowering women worldwide.

Gibbons, an instrumental advocate for healthcare, wellness, and caregiving, will be the keynote speaker at Comerica's Women's Business Symposium in Detroit. Her address is entitled, "Fierce Optimism: Seven Secrets for Playing Nice and Winning Big," named after her new book. The Emmy Award winner is a wife, mother, businesswoman and a New York Times bestselling author. Her on-camera hosting dominance in the entertainment-news and talk-show arenas, ranges from the most popular entertainment news show in

history, "Entertainment Tonight," to her award-winning daytime talk show, "Leeza." More recently, in 2013, Leeza published her first New York Times bestseller, "Take 2," a personal growth guide designed to help people recreate themselves and hit the reset button on their lives. Later that year, Gibbons won the 2013 Daytime Emmy for Outstanding Talk Show Host for the PBS show "My Generation". Recognized as a social entrepreneur, Gibbons has become one of the leading voices for issues facing family caregivers. When her mother and grandmother were struggling with Alzheimer's disease, she created what she wished she and her family had and started the Leeza Gibbons Memory Foundation. Her training as a journalist united with her compassion and business savvy when she opened the foundation's signature programs, Leeza's Place and Leeza's Care Connection, offering free services for family caregivers encouraging them to call on their courage and summon their strength for the long journey ahead.

For more information about Comerica's 2017 signature events that are open to the public:

Comerica Bank Women's Business Symposium in Orange County, Calif. (April 21):

<http://events.comerica.com/wbsca>

Comerica Bank Women's Business Symposium in Detroit (April 28): <http://events.comerica.com/wbsmi>

More information about the Comerica Bank Women's Business Symposiums in Houston and Dallas, on September 28 and October 13, respectively, will be shared at a later date.

About Comerica Bank

Comerica Bank is a subsidiary of Comerica Incorporated (NYSE: CMA) a financial services company headquartered in Dallas, Texas, and strategically aligned by three business segments: The Business Bank, The Retail Bank, and Wealth Management. Comerica focuses on relationships, and helping people and businesses be successful. In addition to Texas, Comerica Bank locations can be found in Arizona, California, Florida and Michigan, with select businesses operating in several other states, as well as in Canada and Mexico. Comerica reported total assets of \$73 billion at December 31, 2016.

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