



**FOR IMMEDIATE RELEASE**

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**OSAGE BEACH, MO** – Osage Beach, MO – 10.23.24 – First Bank of the Lake is excited to announce its partnership with Infinant to launch a cutting-edge Private Label Banking product. This innovative solution will empower businesses and fintech firms to deliver seamless, customized financial services under their own brand, fully supported by First Bank of the Lake's Teams extensive expertise. ([Read more about our team here](#))

This collaboration integrates Infinant's Interlace platform, enabling the bank to embed its financial products directly into partner applications, providing flexibility and efficiency for businesses. This strategic move underscores First Bank of the Lake's commitment to expanding its digital footprint, diversifying deposit-gathering strategies, and positioning itself as a leader in the fintech space.

Ana Liza Grandner, Senior Vice President and Chief Payments Officer at First Bank of the Lake, brings over 16 years of expertise in digital payments and the fintech industry to lead this initiative. Collaborating closely with her is Phil Bianco, Executive Vice President and Chief Technology Officer, who has more than 27 years of technology leadership experience and 12 years of fintech expertise. They have partnered previously to build some of the industry's most well-known brands. Together, they will leverage Infinant's Interlace platform to enhance digital channels, ensure compliance, and maintain control over program management, driving the success of First Bank of the Lake's digital banking solutions and setting new standards in fintech partnerships.

The partnership with Infinant is designed to move beyond traditional banking-as-a-service models. By adopting the Interlace platform, First Bank of the Lake will maintain full ownership and control over its regulatory and compliance functions while gaining real-time access to all customer accounts and transactions. This approach allows the bank to offer seamless, secure, and scalable digital services, enabling it to effectively support its fintech partners and grow alongside them.

Riaz Syed, CEO and Founder of Infinant, expressed enthusiasm for the partnership, stating, "Being able to partner with an industry-leading team such as First Bank of the Lake's provides a tremendous opportunity for Infinant to not only further our platform capabilities but also accelerate our go-to-market offerings."

**About First Bank of the Lake**

First Bank of the Lake, headquartered in Osage Beach, Missouri, has been meeting the financial needs of individuals and businesses for over 39 years. A top-rated SBA lender, the bank operates with employees across 35 states and provides a comprehensive range of deposit and lending services, including residential mortgages and commercial lending. For more information about First Bank of the Lake, please visit <https://www.fblake.bank>.

**About Infinant**

Charlotte, N.C.-based Infinant provides the growth platform for financial institutions to power their digital and embedded banking channels without core replacement. Infinant differentiates by giving banks the ability to launch multiple channels, with accounts, payments and card, on a single platform under bank-control to satisfy regulators. Infinant creates new value propositions for financial institutions to act and advance their market. To learn more about staying above-the-core, visit [www.infinant.com](http://www.infinant.com).