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FOR IMMEDIATE RELEASE

First Internet Bank selects &Barr as its Media Agency of Record

ORLANDO, Fla. (March 12, 2026) – &Barr announces it has been selected by First Internet Bank as its media agency of record, where it will lead integrated media strategy and execution to support the bank’s national growth objectives.

“From the beginning, First Internet Bank has challenged traditional brick-and-mortar banking by delivering the products and services customers need today—meeting them where they are, not where a branch happens to be,” said Nick Simulia, first vice president and chief marketing officer of First Internet Bank. “&Barr’s strategic media expertise will help amplify our voice and reinforce our position as a leader in digital banking services nationwide.”

This partnership reflects &Barr’s continued growth in the financial services sector and strengthens the agency’s portfolio of financial and fintech clients, underscoring its experience helping brands compete in increasingly digital and competitive markets.

“We’re incredibly proud to welcome First Internet Bank to the &Barr family,” said Pete Barr Jr., president and CEO of &Barr. “Their innovative and entrepreneurial mindset have defined them since day one, and that spirit aligns seamlessly with how we approach growth and innovation. We’re honored by the opportunity to help amplify their national presence and support the next chapter in their continued growth.”

To learn more about &Barr visit andbarr.co. To learn more about First Internet Bank please visit firstib.com.

About &Barr

&Barr is a full-service advertising agency providing integrated services, including branding;

creative; public relations; account service; social media; and traditional and digital media and analytics. As Florida's oldest, largest, independently owned agency, always focused on innovation, &Barr serves a diverse roster of national and international brands, including Advent Health, Florida's Space Coast Office of Tourism, Massey Services, Ripley's Entertainment, Inc., Rosen Hotels & Resorts, Space Coast Credit Union and the YMCA of Central Florida, among others. Celebrating nearly 70 years in business, &Barr's headquarters is located on Lake Eola in the heart of downtown Orlando, Fla., and the company is proud to be a locally founded, multi-generational, family-owned agency. For more information, visit www.andbarr.co.

About First Internet Bank

First Internet Bank opened for business in 1999 as an industry pioneer in the branchless delivery of banking services. With assets of \$5.6 Billion as of December 31, 2025, the Bank provides consumer and small business deposits, consumer loans and specialty finance services nationally. The Bank also offers commercial real estate loans, commercial and industrial loans, SBA financing and treasury management services. Additional information about the Bank, including its products and services, is available at firstib.com. The Bank is a wholly-owned subsidiary of First Internet Bancorp (Nasdaq: INBK). First Internet Bank is a Member, FDIC.

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