

First Reliance Bank Historical Events Timeline

SINCE OUR OPENING, FIRST RELIANCE BANK HAS HAD A CLEAR VISION TO BECOME THE LARGEST AND MOST PROFITABLE BANK IN SOUTH CAROLINA, WHILE MAKING THE LIVES OF OUR CUSTOMERS BETTER. HERE ARE JUST A FEW OF THE BENCHMARKS WE'VE SET ALONG THE WAY.

2/99 APPLIED FOR FDIC INSURANCE.

8/99 ACHIEVED INITIAL CAPITALIZATION OF \$7.2 MILLION WITH 950 SHAREHOLDERS IN ONLY 60 DAYS (MAKING IT THE MOST SUCCESSFUL DE NOVO BANK EVER CHARTERED IN FLORENCE COUNTY).

8/99 *Opened for business in a mobile branch site located adjacent to the Main Branch office construction site.*

8/99 OPENED 235 ACCOUNTS FIRST 2 DAYS OF BUSINESS.

8/99 *Vision: To Be The Largest And Most Profitable Bank in SC.*

9/99 ESTABLISHED A FULL SERVICE MORTGAGE DIVISION.

10/99 RELEASED THE FIRST RELIANCE BANK CORPORATE INTERNET WEBSITE.

2/00 EARNED FIRST PROFIT AFTER ONLY 5 MONTHS OF OPERATIONS.

5/00 ESTABLISHED A FULL SERVICE CREDIT ADMINISTRATION & REVIEW DIVISION.

7/00 *Grand Opening of Main Branch office.*

12/00 *First Reliance Bank grows to surpass \$50 million in assets.*

1/01 STARTED FIRST RELIANCE FINANCIAL SERVICES, A FULL SERVICE INVESTMENT AND INSURANCE DIVISION.

2/01 RECOVERED "PRE-OPENING" COST WITHIN THE FIRST 18 MONTHS OF OPERATION.

6/01 *Opened a 2nd Florence branch office in June 2001.*

3/02 GRANTED SHAREHOLDERS A 2 FOR 1 STOCK SPLIT.

4/02 FORMED SEPARATE HOLDING COMPANY, FIRST RELIANCE BANCSHARES.

6/02 RANKED 4TH IN TOTAL MARKET SHARE (AFTER ONLY 3 YEARS) AMONG THE 25 BANKS IN FLORENCE COUNTY.

6/02 *Voted "Friendliest Bank" in the Best of the Pee Dee Awards sponsored by the Morning News.*

10/02 RELEASED THE FIRST RELIANCE BANK CORPORATE INTRANET, AN IMPORTANT TOOL USED INTERNALLY BY FIRST RELIANCE BANK EMPLOYEES.

11/02 INITIATED EXPANSION PLANS BY PURCHASING AND STARTING RENOVATION ACTIVITIES OF TECHNOLOGY CENTER IN FLORENCE.

11/02 *Recognized as one of the Top 25 Fastest-Growing Companies in South Carolina for 2002.*

2/03 SUCCESSFULLY RAISED OVER \$8 MILLION IN CAPITAL DURING FIRST RELIANCE BANK'S SECONDARY STOCK OFFERING.

5/03 *Completed construction of a new multi-million dollar Technology Center (bringing First Reliance Bank's capital investment in the Florence community to over \$8 million).*

8/03 RELEASED COMPLETELY REVISED AND ENHANCED CORPORATE INTERNET WEBSITE (MAKING THE FIRST RELIANCE BANK WEBSITE ONE OF THE MOST ADVANCED WEBSITES IN THE S.C. BANKING MARKET).

9/03 COMPLETED INSTALLATION OF AN "IN-HOUSE" BANK CORE-PROCESSING SYSTEM.

12/03 RECEIVED REGULATORY APPROVAL TO OPEN EXPANSION BRANCH IN LEXINGTON, S.C.

- 4/04 RECEIVED REGULATORY APPROVAL TO BEGIN TRADING ITS STOCK ON THE OTCBB (OVER-THE-COUNTER BULLETIN BOARD) UNDER THE TRADING SYMBOL FSRL.
- 5/04 RECOGNIZED BY THE S.C. PSYCHOLOGICAL ASSOCIATION WITH ONE OF ONLY FOUR "PSYCHOLOGICALLY HEALTHY WORKPLACE AWARDS" PRESENTED TO BUSINESSES STATEWIDE.
- 6/04 *Ribbon Cutting ceremony held for the opening of the Lexington branch in mobile unit.*
- 7/04 CUSTOMER CARE CENTER ESTABLISHED AND BRANDED AS ACCESSLIVE.
- 8/04 5TH ANNIVERSARY OF FIRST RELIANCE BANK.
- 11/04 *Recognized as one of the Top 25 Fastest-Growing Companies in South Carolina for 2004.*
- 1/05 *Awarded "Small lender of the Year" for 2004*
- 3/05 OPENED CHARLESTON REGIONAL OFFICE.
- 8/05 OPENED THE MT. PLEASANT OFFICE IN MOBILE UNIT.
- 9/05 *Recognized as one of the Top 25 Fastest Growing Companies in South Carolina for 2005.*
- 2/06 FORMED PARTNERSHIP WITH DELMAE ELEMENTARY SCHOOL
- 3/06 BROKE GROUND ON A \$4 MILLION REGIONAL OFFICE IN LEXINGTON
- 3/06 INTRODUCED NO FEE ATM INITIATIVE NATIONWIDE
- 5/06 *Rick Saunders, CEO and President named to the State Board of Financial Institutions.*
- 7/06 *Named Top 15 Best Places to Work In SC*
- 8/06 7TH ANNIVERSARY OF FIRST RELIANCE BANK
- 8/06 AWARDED THE ESSENTIAL PIECE AWARD

11/06 *Recognized as one of the fastest growing companies in South Carolina for 2006*

11/06 FLORENCE BOARD OF ADVISORS ESTABLISHED

1/07 *Introduced FRB's Signature Financial Literacy Program*

3/07 FLORENCE MARKET ACHIEVES #1 MARKET SHARE FOR MORTGAGE RECORDINGS FOR FIRST QUARTER OF 2007

4/07 *Opened First Reliance Learning Center*

4/07 FLORENCE BRANCHES EXTEND HOURS TO 8-8 MON – SAT

4/07 *Distinctive Customer Programs: Reagan's Promise, Adoption Awareness Program*

6/07 *First Reliance Added to the Palmetto 25*

6/07 *Rick Saunders, President and CEO, named Ernst and Young Entrepreneur of the Year*

7/07 FRB INTRODUCES NOT FOR PROFIT CHECKING ACCOUNT

8/07 *First Reliance Named Top 20 Best Places to Work in SC*

8/07 8TH ANNIVERSARY OF FIRST RELIANCE BANK

9/07 FIRST RELIANCE INTRODUCES SAME DAY BANKING UNTIL 8 PM

9/07 *Rick Saunders, President and CEO, named Business Person of the Year and Florence Chamber Champ.*

10/07 *First Reliance Celebrates Grand Opening of Lexington Regional Headquarters*

10/07 *First Reliance celebrates Grand Opening of Mt. Pleasant Branch*

11/07 FIRST RELIANCE CELEBRATES NATIONAL ADOPTION AWARENESS MONTH

12/07 FIRST RELIANCE ANNOUNCES NEW HOLIDAY BANKING HOURS

- 7/08 FIRST RELIANCE BANK CHOOSES HILLIARD LYONS FOR CUSTOMER INVESTMENT SERVICES
- 8/08 9TH ANNIVERSARY OF FIRST RELIANCE BANK
- 8/08 *FRB Named one of the 15 best places to work in SC for the 3rd consecutive year.*
- 9/08 FRB INTRODUCES HOMETOWN HEROES PROGRAM
- 12/08 FRB DONATION HELPS ELEMENTARY SCHOOL GIVE STUDENTS FREE VIOLINS
- 1/09 RICK SAUNDERS NAMED TO FLORENCE CHAMBER'S BOARD
- 1/09 *First Reliance associates grant wishes for local Make-A-Wish children*
- 1/09 FIRST RELIANCE BANK NAMED LENDER OF THE YEAR
- 6/09 FIRST RELIANCE LAUNCHES CHECK 'N SAVE COMMUNITY OUTREACH PROGRAM
- 6/09 FIRST RELIANCE BANK ANNOUNCES NEW SUNSET BRANCH GRAND OPENING
- 7/09 FIRST RELIANCE'S HOMETOWN HEROES PROGRAM RAISES MONEY FOR SUPPORTING CHARITIES
- 7/09 FIRST RELIANCE BANK NAMED IN MOULTRIE NEWS BEST OF THE BEST
- 8/09 *First Reliance Bank Awarded Best Places to Work 4th Year Running.*
- 8/09 *First Reliance Celebrates 10 years of Community Banking.*
- 11/09 FRB GAINS TOP MARKET SHARE IN FLORENCE WITHIN 10 YEARS
- 1/10 FRB LAUNCHES FMU SCHOLARSHIP PROGRAM
- 2/10 LENDER & BROKER OF THE YEAR AWARD
- 2/10 FRB LAUNCHES NEW BRAND "BETTER" TO SUPPORT IT'S PURPOSE: TO MAKE THE LIVES OF OUR CUSTOMERS BETTER.