



FOR IMMEDIATE RELEASE:

First Reliance Bank Doubles Commitment to Red Cross

November 22, 2006 Florence, SC- First Reliance Bank announces today that it has doubled its commitment to the local chapters of the American Red Cross. “We give to our communities in time and talents of our employees. We match our employees’ commitment with dollars wherever we can, especially at this time of year when we give thanks to everything in our lives. The local response to families with house fires and providing support to families with servicemen and women overseas, along with the multitude of other services the Red Cross does everyday that does not get the headlines is why contributions like this are so important” said Rick Saunders, President and CEO of First Reliance Bank. We were the lead sponsors in the Red Cross Golf Tournament this year, but felt that an additional contribution was necessary after reading about several local tragedies. My sincere hope is that other corporate citizens will follow our lead and support their local Red Cross Chapters. We believe it is important to do *good*, while we are doing *well*” Saunders added.

*First Reliance Bank was founded in 1999, has assets of over \$450 million and employs 150 highly talented associates. The bank serves the Midlands, Low Country, and Pee Dee regions of South Carolina. The bank has been recognized for its success including being the only bank ever to be named to The Top 25 Fastest Growing Companies™ in South Carolina four times including 2002, 2004, 2005, and 2006 (SC Chamber/Elliott Davis). In 2006, the bank was recognized as one of the Top 15 Best Places to Work in South Carolina by the South Carolina Chamber of Commerce. First Reliance Bank operates in five locations with Totally FREE Checking, Totally FREE Business, FREE Coin Machines, Nationwide NO FEE ATM Network, 5 Way Mortgage Service Promise, and 8-8 Extended Hours in their Florence location (Palmetto Street). **There's More to Banking Than Money™** and **Easy-to-Do-Business-With™** standards have earned the young bank a customer satisfaction rating of 95% (Performance Solutions-February 2006-Audited). First Reliance Bank is traded as FSRL.OB.*

For More Information:

D. Lee Daugherty, VP Corporate Brand Image
First Reliance Bank
2170 West Palmetto Street
Florence, SC 29501
(843) 674-3285 Direct
(843) 662-0787 Fax
ldaugherty@firstreliance.com

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