



PRESS RELEASE:
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FIRST RELIANCE BANK

AMERICAN LUNG ASSOCIATION CELEBRATES BANK DAY AT FIRST RELIANCE

October 15, 2007- Florence, SC – October 11, 2007 was the American Lung Association Bank Day at First Reliance Bank. Over the past month, 31 teams have worked to raise money for the American Lung Association's **Blow the Whistle on Asthma** campaign, benefiting children suffering from Asthma. "On this day, all 31 teams will stop by the bank to report their total raised funds" said Katrina Taylor, S.E. Regional Director of the American Lung Association. Midlands Park Elementary School, a Title I school, will also be present at 3 p.m. to deposit the remaining coins from the \$1,300 raised by students from activities they organized and participated in. First Reliance offers FREE Coin Machines to the public and other organizations such as schools who raise money for charities.

In an effort to raise money for the American Lung Association and as part of their business strategy, First Reliance Bank partnered with Judith Moore of the Charleston Cookie Company. Cookies were displayed and sold in the lobby of First Reliance Bank, and all proceeds were donated to the American Lung Association. "Making a difference in the community is important to our bank," commented Rick Saunders, President and CEO of First Reliance Bank. "Our philosophy is simple; we believe that it is important to contribute to the Charleston community and all other communities we serve. On October 20, 2007 we will celebrate the Grand Opening of our new branch in Mt. Pleasant, and we invite the entire community to come join in our celebration."

In conjunction with the **Blow the Whistle on Asthma** campaign, First Reliance Bank will participate in the American Lung Association's 2007 Charleston Asthma Walk on October 13, 2007 at Brittle Park. Registration for the walk will start at 7:00am. For more information visit www.asthmawalk.org.

First Reliance Bank, founded in 1999, has assets of approximately \$510 million, and employs over 170 highly talented associates. The bank serves the Upstate, Midlands, Piedmont, Low Country, Grand Strand, and Pee Dee regions of South Carolina. The bank has been recognized for its success including being the only company 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 June 2007, the bank was added to the Palmetto 25, a list of S.C.'s largest publicly held companies. In 2006 and



*2007, the bank was also recognized as One of the Best Places to Work in South Carolina by the SC Chamber of Commerce. First Reliance Bank offers Totally FREE Checking, Totally FREE Business, FREE Coin Machines, a Nationwide NO FEE ATM Network, and a 5 Way Mortgage Service Promise. It also offers 8-8 Mon.-Sat. Extended Hours in all of their Florence locations. Its **Easy to Do Business With™** standard has earned the young bank a customer satisfaction rating of 96% (Performance Solutions-June 2007-Audited). First Reliance Bank is traded as FSRL.OB.*

