



PRESS RELEASE:
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FIRST RELIANCE BANK

First Reliance Celebrates Additional Extended Hours

April 16, 2007 Florence, SC – In an effort to remain *Easy To Do Business With™*, First Reliance has recently announced that they are now open **8-8 Mon-Sat** at all of their Florence locations. First Reliance is the first Florence to offer these extended hours. “Although our vision is to become ‘the most profitable bank in SC’, our ultimate goal is to consistently exceed customer expectations and provide superior customer service,” stated Rick Saunders, President and CEO. “Our new standard of banking does just that. Community and customers are essential to the success of our bank. Our new **8-8 Mon-Sat** banking hours provides a level of convenience that, before now, was unseen in the traditional bank setting.” In addition to convenience, First Reliance was recently recognized for their outstanding customer service when they were named ‘Florence’s Friendliest Bank’ (The News Journal).

First Reliance Bank is holding a Saturday Grand Opening Celebration, on Saturday, April 21 in appreciation of their customers and community support. The entire Florence community is invited to share in the excitement from 11am-3pm at their Palmetto St. and Second Loop branches. The celebration will include entertainment for the entire family: Free Food, Live Music, Ponies, and Mascots from the Florence Phantoms, Redwolves, and the Chick-fil-A Cow. The Phantom football players and dance team members will also be on site to meet and greet those who attend. In addition to all of the family activities, special drawings for Free iPods will also be available for those in attendance. If you have any questions regarding the First Reliance Saturday Celebration, please call (843)674-3ASK.

*First Reliance Bank, founded in 1999, has assets of over \$450 million, and employs 150 highly talented associates. The bank serves the Upstate, Midlands, Pee Dee Low Country, 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 2006, the bank was also recognized as one of the Top 15 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 Extended Hours in all of their Florence locations. **There's More to Banking Than Money™** and **Easy-To-Do-Business-With™** standards have earned the young bank a customer satisfaction rating of 96% (Performance Solutions-November 2006-Audited). First Reliance Bank is traded as FSRL.OB.*