



First Reliance Bank Launches a Community Outreach Banking Program

Florence, SC (June 10, 2009) – As South Carolina’s most customer-friendly bank, First Reliance Bank is pleased to announce it has created an outreach program, Check ‘N Save, especially for people in our communities who have experienced trouble managing their bank accounts in the past or who may have been turned down by a bank or credit union for a checking or banking relationship.

Rick Saunders, First Reliance Bank’s Chief Executive Officer, said, “Our team is excited to be involved in this community outreach program. We began realizing the real need for bank services among low and middle income households when we read a report outlining the number of households in the US that have no relationship with a bank. As a local community bank, we believe it to be part of our purpose, to provide convenient banking program’s specifically designed for people in our neighborhoods including those individuals that currently do not have a banking relationship.

“In our research, we found we could offer a check cashing and saving program, at a significantly lower cost than other alternative financial servicing businesses. The money that could be saved in fees could go into a savings account that could be used for an emergency fund or even a down payment on a home in the future. This information compelled us to develop a program that would make a difference in people’s lives and help them financially because they came to us. We anticipate that the program will attract a lot of good banking customers,” said Saunders.

The Check ‘N Save program, includes a checking account combined with a high interest 12 month savings CD, for which the bank will contribute the first \$10 for the CD to be opened. Customers are required to set up transfers for as little as five dollars a month to go into the CD and they can make unlimited deposits in addition to their automatic transfers. The package is designed to help customers learn to manage a checking account and encourage saving. Convenient services such as ATM service, online banking and billpay services are also available.

The program also provides customers a partnership with associates of First Reliance bank who provide financial tools which include personal and family budget worksheets, printed information on how to balance their checkbook, money management tips and free online financial education courses. Customers who want additional assessment and financial counseling have the option to enroll in a program offered through a company the bank has partnered with, Checking Network USA. This program will help customers learn how to manage a banking relationship and protect their credit.



The program launched June 8, 2009 at all First Reliance Bank locations. Check‘N Save is a strong program to help people get back on their feet and it’s a great starter checking account for those beginning their banking relationship.

ABOUT FIRST RELIANCE BANK

*First Reliance Bank, founded in 1999, has assets of approximately \$637 million, and employs over 145 highly talented associates. The bank serves Columbia, Charleston, and Florence markets in 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, 2007, and 2008 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 a unique Hometown Heroes package of benefits to serve those who are serving our communities, a Customer Service Guaranty, Totally FREE Checking, Totally FREE Business Checking, FREE Coin Machines, a Worldwide NO FEE ATM Network, and a 5 Way Mortgage Service Promise. It also offers 8-8 Extended Hours in all of their Florence, Charleston, and Lexington locations and is open on most traditional bank holidays. Its Easy to Do Business With™ standard has earned the young bank a customer satisfaction rating of 98% (Lamothe & Associates, Inc., Research Firm). First Reliance Bank is traded as FSRL.OB. Information about the Company is available on the company’s website at www.firstreliance.com.***

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