



PRESS RELEASE:
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FIRST RELIANCE BANK

First Reliance to Celebrate November's National Adoption Awareness Month

November 15, 2007- Florence, SC – In honor of National Adoption Awareness Month, First Reliance Bank is hosting a local campaign to encourage families throughout the Florence, Lexington, Charleston, and Mount Pleasant communities to open their hearts and homes to foster care children who are waiting for permanent, loving families.

First Reliance Bank will be hosting 2 adoption awareness days at their Palmetto Street branch. On November 19, 2007, Amanda Blackman with the Department of Social Services and Michelle Coward with Bethany Christian Services will be available throughout the day providing resources and answering questions regarding domestic adoption. On November 20, 2007, Courtney Sullivan with Hope International and Michelle Coward with Bethany Christian Services will be available to discuss international adoption. Families throughout the community are invited to stop by the bank during this time to learn more about adoption. A list of adoption resources and pamphlets will be available at all First Reliance branches in Florence, Lexington, Charleston, and Mount Pleasant.

In addition to adoption awareness days, First Reliance is also reaching out to the community in an effort to raise money for local adoption agencies. Throughout the months of November and December, Shining Stars will be available for purchase at all First Reliance branches in Florence, Lexington, Charleston, and Mount Pleasant. All proceeds earned will benefit Hope International, Bethany Christian Services, and the Department of Social Services.

“My wife, Tiffany, and I have an adopted daughter and are in the process of adopting a second child,” commented Rick Saunders, president and CEO of First Reliance Bank. “We believe every child deserves a permanent loving home and that is why we are actively encouraging our customers and people within the community to consider adoption. We hope that by providing resources and raising money for local adoption agencies, we are able to make a difference.”





Today, more than 114,000 children in the U.S. foster care system are available for adoption. They entered foster care through no fault of their own, as victims of child abuse, neglect or abandonment and their parents' legal rights have been terminated.

Each year, more children enter the system than are adopted. The typical child who has been freed for adoption is at least nine years old, moves three or more times in foster care, may have been separated from siblings, and will wait five years or more to be adopted. More than 20,000 will never be adopted and leave the system at age 18 without a family.

National Adoption Awareness Month, celebrated annually since 1990, works to increase the number of families willing to consider foster care adoption and celebrates the unique joys of creating families through foster care adoption.

*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 Extended Hours in all of their Florence, Mt. Pleasant, and Lexington 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.*