



Bryan Baldwin Elected to Lexington Chamber Board of Directors

October 29, 2007 Florence, SC – The Lexington Chamber of Commerce recently appointed Bryan Baldwin to its Board of Directors. Baldwin was appointed due to his strong community involvement and career achievements. Baldwin is currently employed at First Reliance Bank in Lexington as a Mortgage Loan Specialist.

“At First Reliance Bank, we believe that involvement within the community is essential to our success and growth,” said Rick Saunders, President and CEO. “We support Bryan’s efforts to grow and develop the community and value him as an associate of the bank.” As part of the bank’s expansion goals, they have recently opened a Regional Headquarters in Lexington, SC.

As a veteran banker and a native of Lexington, Baldwin has developed a strong rapport with the area’s local businesses and residents. As a member of the Board of Directors, Baldwin will work to strengthen the business to chamber relationship. Baldwin has been appointed to serve a 3 year term.

Baldwin is also an active member of the Lexington Rotary Club and the Government Relations Committee of the Lexington Chamber of Commerce. Baldwin is a graduate of the University of South Carolina where he earned a Bachelor of Science degree in Accounting and Finance. Baldwin currently resides in Lexington with his wife Mallory.

*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, Same Day Banking, and a 5 Way Mortgage Service Promise. It also offers 8-8 Mon.-Sat. Extended Hours in all of their Florence locations, and 8-8 Mon.-Fri. Extended Hours in their 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.*