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FIRST RELIANCE BANK

## **First Reliance Announces Participation in ICBA National Community Bank Mortgage Week**

*November 6, 2007- Florence, SC* – First Reliance Bank recently announced that they are participating in National Community Bank Mortgage Week, November 5-9. During this week, experienced Mortgage Lenders will be available to discuss financing options with first-time homebuyers who see an opportunity to own their own home. Current homeowners are also invited to stop by for a FREE review of their mortgage documents.

“We’re inviting local homeowners and first time homebuyers to come to their local First Reliance branch to let us review their loan documents and discuss financing options,” said Rick Saunders, President and CEO of First Reliance Bank. “Visit one of our mortgage experts at any of our Florence, Lexington, Charleston, or Mt. Pleasant locations.”

“There is a lot of confusion about mortgages and home buying right now,” said James P. Ghiglieri, Jr. ICBA chairman and president of Alpha Financial Group, Inc., Toluca, Ill. “Community banks want to help clear up some of that confusion. ICBA National Community Bank Mortgage Week is a great time for homeowners and prospective homebuyers to come into their participating local bank and discuss financing options.”

First Reliance made the commitment to participate in National Community Bank Mortgage Week due to an effort to help borrowers understand what type of mortgage loan they have – if it’s fixed-rate or adjustable-rate – and if it is an ARM, when the next reset will occur. Special focus has been placed on reaching out to borrowers who have mortgages with terms they don’t understand and those who are considering making their first home purchase. The bank has committed to providing these borrowers with a loan officer that they can trust and that will help to explain the terms of their loan.

“Community banks are well run, highly capitalized and highly regulated institutions that are not generally experiencing the credit and funding problems we’re hearing about these days,” said Ken Cox, Senior Vice President of Mortgage Banking. “We’re encouraging people to come talk to an experienced



and knowledgeable lender who will help them to understand their current mortgage or will help them find a mortgage that is right for them.”

To find out more about ICBA National Community Bank Mortgage Week and for a list of programs and assistance available for current and potential homebuyers visit us at [www.firstreliance.com](http://www.firstreliance.com).

*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 their Palmetto Street location in Florence. 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.*