

First Reliance Bank- “Idol Gives Back”



Florence, SC (March 16, 2009) – First Reliance Bank associates in Florence donated 363 lbs of non- perishable food items to the Harvest Hope Food Bank located at 2513 West Lucas Street on Thursday March 12th.

The food drive was inspired after the associates attended their 2009 Annual Meeting. During the meeting, teams of associates competed in the banks version of American Idol called, “FRB Idol”. Current economic conditions have strained pantries of local food banks. To help replenish the pantry of a local non-profit agency, Harvest Hope Food Bank, the winning team decided to sponsor an “FRB Idol Gives Back” food drive in the Florence Market. All associates of First Reliance Bank were challenged to dig deep and contribute non-perishable food items.

In a tough economy where so many may need a helping hand, the associates felt compelled to participate. The Director of the Harvest Hope Food Bank, Patsy Sawyer, was excited to receive the contribution and extended her sincere appreciation to First Reliance Bank and its associates.

“The purpose of our bank is to make a difference in the life of every person we touch” said Rick Saunders, CEO of First Reliance Bank. “Associates of our bank voluntarily came up with this idea and it demonstrates just how much they care about our community and the people who live here. Whether it’s making a difference by helping people with their financial needs or helping our communities, that’s what our bank is about.”

Any person or business that would like to contribute to the Harvest Hope Food Bank can do so by contacting Patsy Sawyer at 843-661-0826 or psawyer@harvesthope.org



ABOUT FIRST RELIANCE BANK

First Reliance Bank, founded in 1999, has assets of approximately \$605 million, and employs over 140 highly talented associates. The bank serves Columbia, Charleston, Greenville 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, Mt. Pleasant, 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.

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