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FIRST RELIANCE BANK

Ben Brazell to Lead First Reliance Bank in Charleston and Surrounding Areas



September 6, 2007- Florence, SC – Ben Brazell has joined First Reliance Bank as Charleston Market President. In this role, Brazell’s primary responsibilities include growing the bank’s market share and locations, while acquiring and developing business and personal banking relationships.

"As we open the doors of our newest branch in Mount Pleasant, much of our focus will be centered on providing superior customer service, growing small to midsize businesses throughout the community, and providing a level of convenience unseen at other banks," commented Rick Saunders, president and CEO of First Reliance Bank. "Brazell’s proven success and tremendous financial background makes him an outstanding candidate to strengthen our

organization and grow the Charleston market through the development of strong customer relationships and community involvement."

Brazell has over 22 years banking experience, holding numerous sales management and executive leadership positions in banking throughout the state of South Carolina. Before assuming leadership of First Reliance Bank in Charleston, Brazell was Senior Vice President, Market President of a large national bank in Memphis, Tennessee. In this role, Brazell provided leadership and strategic direction to all business lines and bank activities in the Memphis market. Brazell is a graduate of the Leadership Development Institute and The South Carolina Banker’s School. In addition, Brazell earned a degree in Psychology from the University of South Carolina.

As an active member of the community, Brazell currently serves as a board member for the RISE Foundation and the YMCA. He is also a member of the following organizations: the Bankers Association, the Chamber of Commerce, the Leadership Academy, Leadership Development Intensive Alumni Association, and St. Francis of Assisi Church. Past memberships include SC DHEC, Robert Morris Association, and the Rotary Club of the Vista Nights.





*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 Mon.-Sat. Extended Hours in all of their Florence 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.*

