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ASHLEIGH MILES  
PUBLIC RELATIONS/ADVERTISING  
(843)674-3286  
FIRST RELIANCE BANK

## **First Reliance Announces Same Day Banking Until 8pm**

**September 7, 2007- Florence, SC** – First Reliance Bank announced today that all of their branches have extended the cutoff time for transactions until 8 p.m. Noting new technology in processing, the bank has stated that all transactions, Monday through Friday, whether administered through teller or drive up, will be accepted and processed the same day, allowing all customers (both business and retail) the convenience of depositing a check before 8 p.m. and having the deposit processed the same day. In addition, all of the bank's electronic systems will now operate in real time; all ATM, phone banking, and online banking balances will be actual balances.

“Focusing on our promise to remain **Easy To Do Business With™**, we take customer convenience very seriously,” said Rick Saunders, President and CEO. “For an extra layer of convenience, we first extended our hours of operation from 8am – 8pm Monday thru Saturday. Now it is only reasonable to also extend our business day. This convenient service will be standard in all of our new markets as well.”

Same Day Banking is the most recent example of the bank's ongoing convenience initiatives, which have included extended banking hours of 8-8 Mon.-Sat., remaining open on traditional bank holidays, growing branch locations, and a Nationwide NO FEE ATM Network.

*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, the bank was also recognized as one of the Top 15 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.*