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FIDELITY BANK ANNOUNCES NEW COMMERCIAL LENDERS

Atlanta, Ga. (July 8, 2009) - Fidelity Bank, the \$2 billion asset company and subsidiary of Fidelity Southern Corporation (NASDAQ:LION), announced today the hiring of Glenn Conoley, Steven Lehwald, and David Fentress.

Conoley joins Fidelity Bank with over 23 years of banking experience and holds a Bachelor of Science in Finance from Auburn University and a Master of Science in Finance from Georgia State University. He lives in Roswell with his wife and their two daughters.

Lehwald joins Fidelity Bank with 11 years of banking experience and holds a Bachelor of Science of Business Administration in Finance from the University of Florida. Lehwald resides in Brookhaven with his wife and their two children.

Fentress joins Fidelity Bank with over 21 years of banking experience and holds a Bachelor of Science in Economics from Florida State University. Fentress resides in Buckhead with his wife and their two children.

H. Palmer Proctor, Jr., president of Fidelity Bank said, "We are proud to have these three exceptional bankers on our team. Their experience will be key in the continued growth and success of our commercial banking team."

Fidelity Southern Corporation, through its operating subsidiaries Fidelity Bank, the oldest and largest community bank headquartered in Atlanta, and LionMark Insurance Company, provides banking services and credit related insurance products through 23 branches in Atlanta, Georgia, a branch in Jacksonville, Florida, and an insurance office in Atlanta, Georgia. SBA loans are provided through employees located throughout the Southeast. For additional information about Fidelity's products and services, please visit the website at www.FidelitySouthern.com.