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P.O. Box 105075  
Atlanta, GA 30348-1075

**FIDELITY  
BANK**

(404) 639-6500  
[www.lionbank.com](http://www.lionbank.com)

Contacts: Martha Fleming (404) 240-1504  
[martha.fleming@lionbank.com](mailto:martha.fleming@lionbank.com)

For Immediate Release

## **FIDELITY BANK EXPANDS MORTGAGE SERVICES HIRES 62 MORTGAGE PROFESSIONALS**

**Atlanta, Ga. (January 29, 2009)** - Fidelity Bank, subsidiary of Fidelity Southern Corporation (NASDAQ:LION), announced today the expansion of its mortgage services through the hiring of mortgage lenders and support staff from the former Sunshine Mortgage offices of Alpharetta, Smyrna, and Buckhead. Palmer Proctor, President of Fidelity Bank said, "By moving quickly Fidelity Bank was able to help many former Sunshine Mortgage customers avoid losing their pending mortgages by providing the financing needed to close them." He pointed out that the bank did not purchase Sunshine Mortgage.

Donnie Crane, one of Atlanta's top producing Loan Originators said, "We are glad to join the Fidelity Bank team. It's a good fit culturally, and we are excited to help grow Fidelity Bank's presence in Atlanta."

Mortgage Offices will be located in Alpharetta, Buckhead, and at 3 Corporate Square, Atlanta. Fidelity Bank hired loan originators Neal Armstrong, Bob Baird, Brandi Baldwin, Lisa Burgess, Debbie Cheshire, Sue Cofield, Craig Coleman, Ron Crane, Michael Crane, Donnie Crane, Todd Crane, Mark Daker, Trent Daniels, Carlisle Dent, Russ Donaldson, Ron Draker, Ron Draluck, Chad Farmer, Melissa Ford, Bill Fraser, Chuck Fullmer, Linc Hagerman, Alma Hobbs, Marion Kavanaugh, Margaret Panther, Brian Martin, Mark Milam, Debbie Pennington, Joe Polofsky, Allan Price, Leslie Riley,

Brian Sengson, Joe Sheriff, Sean Tipple, Alan Vaughan, Mark Wheaton, and Ed Wheeler.

Fidelity Southern Corporation, through its operating subsidiaries Fidelity Bank 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 originated through employees located throughout the Southeast. For additional information about Fidelity's products and services, please visit the website at [www.FidelitySouthern.com](http://www.FidelitySouthern.com).

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