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FIDELITY BANK'S MORTGAGE TEAM CONTINUES TO GROW

Atlanta, Ga. (July 28, 2009) - Fidelity Bank, the \$2 billion asset company and subsidiary of Fidelity Southern Corporation (NASDAQ:LION), announced today the hiring of Will Hornsby, Tom Mullee, Steve Friedman, and Benjamin Kinney.

Will Hornsby joins Fidelity Bank's Buckhead office as a Mortgage Banker. He has over 11 years of banking experience. Will holds a Bachelor of Science in Journalism from the University of Memphis. He is a member of the Cobb Chamber of Commerce and a team member of PowerCore.

Tom Mullee joins Fidelity Bank's Buckhead office as a Mortgage Banker. He specializes in residential home loan origination for both purchase and refinance transactions and has over 10 years of banking experience.

Steve Friedman joins Fidelity Bank's Buckhead office as a Senior Mortgage Banker. He is a specialized Mortgage Planner with over 30 years of banking experience. Steve holds a Bachelor of Science in Mass Communication from Virginia Commonwealth University. He is a member of the Temple Emanuel Leadership Council, The Mortgage Bankers Association of Georgia and recipient of the Ten Year Distinguished Member Award, Diamond Award, and Platinum Award. Steve resides in Dunwoody with his wife and two sons.

Benjamin Kinney joins Fidelity Bank's Alpharetta office as a Senior Mortgage Banker. He specializes in Conventional and Governmental loans for both purchase and refinance transactions and structuring loans for first-time homebuyers. He has over 7 years of loan origination experience.

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

Released on 07/28/2009 at 3:00pm

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 .