



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

**FIDELITY
BANK**

(404) 639-6500
www.lionbank.com

Contact: Martha Fleming (404) 240-1504
martha.fleming@lionbank.com

FIDELITY BANK SPONSORS MICHAEL C. CARLOS MUSEUM'S CHILD AND FAMILY PROGRAMS

Atlanta, Ga. (July 28, 2009) - Fidelity Bank, subsidiary of Fidelity Southern Corporation (NASDAQ:LION), announced today its continued support of the Michael C. Carlos Museum's Child and Family Programs.

The Child and Family Programs at Michael C. Carlos Museum provide opportunities for children to learn not only from the ancient art on display in the museum galleries but also from some of Atlanta's best practicing artists in the studio. Fidelity Bank's sponsorship supports the Mummies and Milkshakes program in late October and all other permanent collection-based programs for children and families including Mondays at the Museum, artist workshops for children, chamber music concerts for children and their families, Girl Scout Ceramic Day, Boy Scout Archaeology Day, and Camp Carlos. Fidelity Bank's \$10,000 contribution covers expenses related to all of the Child and Family Programs.

These programs, which form the core of the Carlos Museum's family programming, are based on the Museum's renowned permanent collections that include ancient art from Africa, Asia, Egypt, Greece and Rome, the Ancient Americas, as well as works on paper from the Renaissance to the present. "We are very grateful for the support of business partners such as Fidelity Bank," said Bonnie Speed, Director of the Museum, "Such philanthropy provides critical funding for educational community programs."

On Tuesday, July 14, 2009, Mr. James B. Miller, Jr., Chief Executive Officer of Fidelity Bank, visited the Carlos Museum and attended a children's workshop titled, *Sketching Ancient Egypt*. Mr. Miller spent an hour with the children experiencing this hands-on artist workshop. The knowledge the children and their families gain during these programs furthers not only an understanding of different cultures but also the critical role art plays in the world.

Fidelity Bank has been a supporter of the museum's educational programs since 2000. "With the foundation of education, a person's opportunities are limitless. Fidelity Bank is proud to be apart of the Michael C. Carlos Museum and provide assistance in meeting the needs of our communities," said Mr. Miller.

Released on 07/28/09 at 3:00pm

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