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For Immediate Release

**LOUIS HELLIGRATH WELCOMED AS
NEW TREASURER TO FIDELITY BANK**

Atlanta, Ga. (February 2, 2009) - Fidelity Bank, subsidiary of Fidelity Southern Corporation (NASDAQ:LION), announced today the appointment of Louis Helligrath as Treasurer. Helligrath will be responsible for treasury, ALCO, Investment, Borrowings, Liquidity and Cash Management. He fills the position vacated by Steve Brolly's promotion to Chief Financial Officer.

Helligrath previously served 4 years as First Vice President of Treasury and as Vice President of Treasury for 12 years at two other banks. He is a graduate of Xavier University in Cincinnati, Ohio, with a Bachelor of Science and Masters of Business Administration degree. He lives in Cobb County.

Steve Brolly, Chief Financial Officer of Fidelity Bank said, "This is a significant step in strengthening our team in the Atlanta market."

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.

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