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## **KEITH FADELEY WELCOMED BACK AS SVP MORTGAGE SERVICES**

**Atlanta, Ga. (July 8, 2009)** - Fidelity Bank, subsidiary of Fidelity Southern Corporation (NASDAQ:LION), announced today the appointment of Keith Fadeley as the Senior Vice President of Mortgage Services. Fadeley manages the recently expanded Mortgage Services division. Fadeley said his goal is to expand the company's reach in mortgage servicing and to increase the origination force in the Atlanta area. He said the company added an additional 11,000 square foot office space in Buckhead this month.

Fadeley returns as manager of Mortgage Services. He previously served in that role until 1996. He then worked at Freddy Mac and as President of Wieland Financial. Fadeley has over 20 years of banking experience and holds a Bachelors of Business Administration from Georgia Southern College.

Fadeley is an active member of St. John Neumann Catholic Church. Previously, he has served on the Georgia Southern Alumni Board of Directors, Board of Governors of the Georgia MBA, and as Chairman of the Georgia Consumer Committee.

Fidelity Bank's President, H. Palmer Proctor, Jr. said, "We've seen tremendous growth in our Mortgage production since our recent expansion of Mortgage Services. Keith's banking and mortgage expertise makes him the perfect candidate for continuing our mortgage lending success and making Fidelity Bank Atlanta's premiere mortgage lender."

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](http://www.FidelitySouthern.com).