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LORNA ELIZABETH CRAWFORD ELECTED AS CRA OFFICER

Atlanta, Ga. (July 8, 2009) - Fidelity Bank, subsidiary of Fidelity Southern Corporation (NASDAQ:LION), announced today that Lorna Elizabeth Crawford was promoted to Community Reinvestment Act (CRA) Officer. She now oversees all CRA initiatives to ensure that the Bank meets the needs of the communities it serves while attaining CRA goals and maintaining compliance with the Community Reinvestment Act and the Home Mortgage Disclosure Act.

Prior to being elected CRA Officer, Crawford was an Assistant Risk Manager with the Bank's Compliance department. Crawford has over thirty years of banking experience. She holds an ACIB diploma from the College of Arts, Science and Technology in Kingston, Jamaica and Management Development Program diploma from the Manchester Business School in Manchester, England.

Crawford serves on the Audit Committee and Board of Directors for The Campbell- Stone, a non-profit organization that provides residential housing and services to seniors in metro Atlanta.

Fidelity Bank's President, H. Palmer Proctor, Jr. said, "Lorna Elizabeth's proven dedication to the community will serve us well as we continue to foster environments where communities and citizens can succeed, grow, and thrive."

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.