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SBA EXPANDS WITH FOUR NEW LENDERS AND THREE NEW LOCATIONS

Atlanta, Ga. (July 8, 2009) - Fidelity Bank, the \$2 billion asset company and subsidiary of Fidelity Southern Corporation (NASDAQ:LION), opened SBA offices in North Carolina, Orlando and Palm Beach, Florida, to meet continued demands. Four new banking associates were hired to compliment efforts in these locations.

In Atlanta, Craig Hall joins Fidelity Bank with over seven years of banking experience. He holds a Bachelor of Business Administration in Finance from Ohio University. He also is a board member of the Atlanta Commercial Board of Realtors.

The Bank's SBA market in Florida will continue its growth with Charlie Johnson in Orlando and Robert Uhrie in Palm Beach. Charlie Johnson joins Fidelity Bank with 25 years of banking experience and holds a Bachelor of Science in Business Administration from the University of Texas in Dallas. Robert Uhrie joins Fidelity Bank with over 15 years of commercial lending experience and holds Bachelors' degrees in Finance and International Business from Florida International University. Uhrie is a member of the Golden Key National Honor Society and the National Association of Industrial and Office Properties.

Anil James is leading business development efforts in Raleigh. James joins Fidelity Bank with over 10 years of banking experience. He holds a Bachelor of Business Administration from Fayetteville State University.

"We are pleased to have these bankers to help us expand our SBA lending division while increasing our market footprint. Each one of them has the talent and skills we need to make a significant contribution to more local small businesses. We look forward to the continued growth they will help foster in the communities they serve," said Danny Preston, SVP of SBA at Fidelity Bank.

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 a credit related insurance product 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.