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FOR IMMEDIATE RELEASE

FIDELITY BANK ANNOUNCES NEW BANK OFFICER ELECTIONS

ATLANTA, Ga. (December 7, 2007) – Fidelity Bank, Fidelity Southern Corporation's subsidiary (NASDAQ:LION), announced the following elections:

Matthew W. Karis, CFP, was elected Assistant Vice President, Financial Advisor for the Bank's brokerage unit. Karis has over nine years of investment experience and he has been with Fidelity Bank for three years.

Raymond Zavacki was elected Vice President as the Asset Based Lending Portfolio Administrator. Zavacki brings over 20 years of commercial finance experience to Fidelity Bank.

Nicole Bellman was elected Banking Officer as a Credit Analyst. Bellman has five years of banking experience with SunTrust Bank and joined Fidelity Bank in April 2007.

Joey Chase was elected Banking Officer as the Assistant Branch Manager of the Newnan Branch. Chase has four years of experience and came to Fidelity Bank in March 2007.

Linda Schneider was elected Vice President. Schneider began managing the Newnan Branch in April 2007. She is an active member of the Kiwanis Club of Newnan.

Hal Stern was elected Banking Officer as a Credit Analyst. Stern has five years in banking and joined Fidelity Bank in April 2007.

Quincy Mitchell was elected Banking Officer as the Item Processing/Research Manager. Mitchell has 15 years of banking experience and has been with Fidelity Bank since October 2000.

Rob Jones was elected Assistant Vice President, Certified Financial Planning. Jones has 10 years of investment and financial planning experience and he has been with Fidelity Bank for three years.

Rob Keller was elected Assistant Vice President, Financial Advisor for the Brokerage unit. Keller has 25 years of investment experience and has been with Fidelity Bank for four years.

Christen Dutson was elected Banking Officer as a Risk and Compliance Officer. Dutson has seven years of banking experience and has been with Fidelity Bank since September 2007.

Gail Calleung was elected Assistant Vice President, Loan Operations. Calleung has over 20 years of banking experience and has been with Fidelity Bank since June 2007.

H. Palmer Proctor, Jr., President of Fidelity Bank, said, “We are proud to have all of these banking professionals join Fidelity Bank.”

Fidelity Bank was founded in 1974 and Fidelity Southern Corporation is the largest publicly traded community bank company in metro Atlanta.

Fidelity Southern Corporation, through its operating subsidiaries Fidelity Bank (www.lionbank.com) and LionMark Insurance Company, provides a wide range of banking, mortgage and investment 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. Mortgage and construction loans are also offered through an office in Jacksonville, Florida. In addition, the bank provides automobile and SBA loans through employees located throughout the Southeast. Fidelity Southern’s common stock is traded on the NASDAQ Stock Market under the symbol “LION.”

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