



P.O. Box 105075
Atlanta, GA 30348-1075

**FIDELITY
BANK**

(404) 639-6500
www.lionbank.com

Contacts: Katie Bows (404) 240-1514
katherine.bows@lionbank.com

Rod Marlow (404) 240-1516
rod.marlow@lionbank.com

FOR IMMEDIATE RELEASE

FIDELITY BANK TO OPEN FULL-SERVICE BRANCH IN WINDER

Atlanta, Ga. (May 7, 2007) – Fidelity Bank announced today that it will open a full-service banking office in July in the Snowden Village Center at 133 West Athens Street in Winder. The space is currently undergoing renovations and hiring for the branch is underway.

Founded in Decatur in 1974, Fidelity Bank is the largest publicly traded community bank headquartered in Atlanta. After the opening of the Winder location, the bank will have 23 branches throughout the metro area. Fidelity opened a branch in Conyers in October 2006. The opening of the Winder office is a part of a strategy to grow the bank in key areas east of Atlanta. A separate SBA lending office opened in Conyers in September 2005.

Hal W. Dally, executive vice president of Fidelity Bank's Eastside Region, said, "We are excited about becoming a part of the Winder-Barrow community and bringing our signature personal customer service to banking. Wayne Garrison, a long-time Winder banker, will be our city executive and the branch staff is currently in training. We hope to see all our friends during our grand opening this summer."

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 22 branches throughout the greater metro-Atlanta area. Fidelity Bank also offers mortgage and construction loans 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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