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**FIDELITY
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CORPORATION**

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FOR IMMEDIATE RELEASE

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**FIDELITY SOUTHERN CORPORATION
DECLARES THIRD QUARTER DIVIDEND**

Atlanta, GA (July 18, 2008) – Fidelity Southern Corporation (NASDAQ: LION) announced that the Corporation has declared a quarterly cash dividend of \$.01 per share on its Common Stock. This dividend is payable August 12, 2008, to shareholders of record on August 1, 2008.

Fidelity Southern Corporation, through its operating subsidiaries Fidelity Bank 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.