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For Immediate Release

FIDELITY BANK ANNOUNCES NEW BANK OFFICER ELECTIONS

ATLANTA, Ga. (July 7, 2008) – Fidelity Bank, Fidelity Southern Corporation's subsidiary (NASDAQ:LION), announced the following elections in June:

Jennifer Durden was elected Banking Officer, SBA Lending. Durden has over eight years of banking experience and joined Fidelity Bank in August 2005.

Michael Moore was elected Assistant Vice President as the eBranch Manager. Moore has over ten years of professional experience. He joined Fidelity Bank in April 2007.

Brooks Lindsey was elected Assistant Vice President, SBA Lending. Lindsey has over 30 years of professional experience. He joined Fidelity Bank in June 2006.

Leigh Milton was elected Vice President, SBA Lending. Milton is an exceptional lender with over 17 years of banking experience in the Atlanta market. He joined Fidelity Bank in March 2008.

Shay Barkley was elected Vice President, SBA Lending. Barkley has 17 years of banking experience in the Atlanta market. She joined Fidelity Bank in March 2008.

John Jones was elected Vice President, SBA Lending. Jones has 25 years of experience with the United States Small Business Association and ten years of banking experience in the Atlanta market. He joined Fidelity Bank in September 2007.

Jason Jordan was elected Banking Officer, SBA Lending. Jordan has over seven years of banking experience in the Atlanta market. He joined Fidelity Bank in April 2007.

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

Fidelity Bank was founded in 1974 and Fidelity Southern Corporation is one of the largest publicly traded bank holding companies based in metro Atlanta.

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. Automobile loans and 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.

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