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For Immediate Release

**FIDELITY BANK ANNOUNCES RELIANCE SECURITIES
AS INVESTMENT PARTNER**

Atlanta, Ga. (July 7, 2008) - Fidelity Bank, subsidiary of Fidelity Southern Corporation (NASDAQ:LION), is pleased to announce its partnership with Reliance Financial Corporation. Reliance Financial Corporation is a privately held Atlanta-based diversified financial services and wealth management company with more than \$54 billion in assets under management and administration. Reliance conducts business throughout the United States through its trust company (the largest independent trust company in the country) and brokerage offices, investment advisory, corporate finance and research subsidiaries, and insurance agency offices.

“We are focused on providing a full array of services to our investment clients and customer base,” said H. Palmer Proctor, Jr., President. “This agreement with Reliance Securities was a natural progression in our commitment to continue to grow our bank. We are very pleased to have the opportunity to serve our clients and look forward to improving overall services as a result of this expansion. Fidelity Bank remains committed to providing client profiling, financial planning, and portfolio management.”

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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