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FOR IMMEDIATE RELEASE

FIDELITY BANK'S SBA LENDING RANKED FOURTH IN GEORGIA

Atlanta, Ga. (December 7, 2007) – Fidelity Southern Corporation (NASDAQ:LION) announced the 2007 Coleman Report ranked Fidelity Bank fourth (4th) in the state and 55th in the nation in SBA lending in the past 12 months.

Fidelity Bank has SBA lenders in Georgia, Florida, Tennessee, and Texas, who produce both SBA 7a and SBA 504 loans.

Danny Preston, manager of Fidelity Bank's SBA lending said, "Our strength is demonstrated by the increase in business from 2005, where we were ranked 293, to the number 55th ranking today."

H. Palmer Proctor, Jr., president of Fidelity Bank, said, "We are proud of our experienced small business lender team. They know the products, credit parameters, eligibility requirements, documentation process, and how to take care of our customers."

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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