



NEWS RELEASE

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CRESCENT BANK RECOGNIZED BY BANKERS DASHBOARD AS TOP COMMUNITY BANK IN SOUTH CAROLINA

Grand Strand's Community Banking Leader Selected As Top Community Bank For Second Consecutive Year

August 6, 2007, Myrtle Beach, S.C. – Crescent Bank was recently recognized by Banker's Dashboard, an Atlanta-based company founded by community bankers from across the country to provide a valuable management tool that plays an integral role in helping bankers drive performance, as the number one community bank in South Carolina for the second consecutive year.

Matched against 43 other community banks from throughout the state at the 2007 South Carolina Bankers Association Annual Convention, which was held in June, Crescent Bank had the best overall composite score for the second consecutive year after being analyzed in the categories of profitability, growth, margin and efficiency.

“It is an honor to be recognized as the top community bank in South Carolina by Banker's Dashboard for the second consecutive year,” said David L. Morrow, chief executive officer of Crescent Bank. “Our performance and recognition reflects the outstanding associates, customers and market that we are fortunate to be a part of. We will continue to be committed to providing our customers with the best banking products and services along the Grand Strand.”

About Crescent Bank

Formed in 2000, Crescent Bank is a Myrtle Beach-based community-minded bank. Since opening its doors to the public on July 2, 2001, Crescent Bank offers its customers the most complete line of banking products and services available, including commercial loans, consumer loans, mortgage loans, checking accounts, savings accounts, money markets, certificates of deposit, ATMs and online banking with bill pay.

With assets totaling more than \$430 million, Crescent Bank has offices in Myrtle Beach, North Myrtle Beach, Garden City and Conway, S.C. Crescent Bank is also the parent company of Crescent Mortgage Group LLC, a mortgage company which offers various residential mortgage products.

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Crescent Bank's main branch and mortgage operation center is located at 991 38th Avenue North in Myrtle Beach. A second bank branch and mortgage office is located at 700 Main Street in North Myrtle Beach. The bank's Conway branch is located at 2069 East Highway 501 and its Garden City location is at 2636 Highway 17 South. For additional information about Crescent Bank, call (843) 626-2200 or visit crescentbankcarolina.com.

About Banker's Dashboard

Atlanta-based Banker's Dashboard delivers the only community bank management tool that works the way a banker thinks. The Banker's Dashboard solution saves time and money by providing daily, online access to a bank's total financial picture and producing instant board packages on-demand. This powerful, easy to use solution was built for community bankers, by community bankers, arming a bank's entire management team with a fast and easy way to make the critical decisions that contribute to improved performance and profitable growth. Banker's Dashboard's clients include community banks of all sizes from billion dollar institutions to de novos. For more information about Atlanta-based Banker's Dashboard and its community bank management tool visit BankersDashboard.com or call (770) 507-9894.

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