

CRESCENT BANK

Have a nice bank

NEWS RELEASE

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CRESCENT BANK TO HOST SIXTH ANNUAL CUSTOMER APPRECIATION DAY TUESDAY, JULY 3

Local Community Banking Leader Salutes Customers and Commemorates Sixth Anniversary With Summer Celebration

June 26, 2007, Myrtle Beach, S.C. – Crescent Bank will hold its sixth annual Customer Appreciation Day from 11:00 a.m. to 2:00 p.m. on Tuesday, July 3 at its location on 38th Avenue North in Myrtle Beach.

The event is being held to not only thank customers for their patronage, but to celebrate Crescent Bank's sixth anniversary, as well as Independence Day. Crescent Bank will serve hamburgers, hotdogs, beverages, desserts and other summer grilling favorites as an expression of thanks to their customers for their loyalty.

“We want to thank our customers for their patronage,” said M.J. Huggins, III, president of Crescent Bank. “We are committed to the Grand Strand community and our Customer Appreciation Day is a small gesture of thanks to those who have supported our efforts over the past six years.”

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 \$390 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.

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