



NEWS RELEASE

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CRESCENT BANK NAMES NEW CUSTOMER SERVICE REPRESENTATIVES

February 2, 2007, Myrtle Beach, S.C. – Crescent Bank has announced the addition of Karen Saltsman, Bethaney Paul, Terri Hovermale and Sarah Cothran as customer service representatives for the bank. Their responsibilities include handling customer transactions and assisting with day-to-day financial needs of banking customers.

Saltsman, a native of Bath, N.Y., has more than a decade of banking experience. She will be stationed at Crescent Bank's North Myrtle Beach branch, which is located at 700 Main Street.

Paul is a Charlotte, N.C. native and has more than 20 years of banking and management experience. She will serve as floating customer service representative, filling in for employees who are on leave.

A Fayetteville, N.C. native, Hovermale has more than 20 years of banking experience. She will be stationed at Crescent Bank's North Myrtle Beach branch, which is located at 700 Main Street.

An Altavista, Va. native, Cothran is a graduate of Radford University with a Bachelor's degree in History. She will be stationed at Crescent Bank's Myrtle Beach branch, which is located 991 38th Avenue North.

"We are pleased to announce the addition of Karen, Bethaney, Terri and Sarah to the Crescent Bank family," said M.J. Huggins, III, President of Crescent Bank. "We feel that they will be an integral part of the bank as we continue to grow and strive to meet our Grand Strand customer's needs."

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 has offered 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 \$350 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.

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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