



NEWS RELEASE

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CRESCENT BANK AND HORRY TELEPHONE COOPERATIVE (HTC) ANNOUNCE THIRD “PASS FOR CASH” SWEEPSTAKES WINNER

October 16, 2006, Myrtle Beach, S.C. – Crescent Bank and Horry Telephone Cooperative (HTC) today announced the third winner of their “Pass For Cash” sweepstakes, which is being held over the course of five of the six Coastal Carolina University (CCU) home football games this fall. The winner, Brandy Henderson, was chosen from a random drawing to test her skill and luck and she successfully threw a football through a target from the five yard line during halftime in front of CCU football fans.

Henderson, a resident of Little River, won \$250 during halftime of the CCU – Furman game at Brooks Stadium on October 7. With this win, Henderson will have the opportunity to participate, along with competitors from other ‘Pass For Cash’ preliminaries, in the grand prize competition for a chance to win \$7,500 during the last CCU home football game on November 18 against Charleston Southern.

“With Brandy’s advancement to the next round of the ‘Pass For Cash’ sweepstakes at Brooks Stadium, we are getting closer to our finals on November 18,” said M.J. Huggins, III, President of Crescent Bank. “We congratulate Brandy for her accomplishment and wish her luck in the ‘Pass For Cash’ finals.”

“Brandy proved that she deserves to be in the finals of the ‘Pass For Cash’ event with her performance during halftime of the CCU-Furman game,” said Tom Vitt, Director of Marketing for HTC. “Saturday’s event was exciting and we commend Brandy on a job well done.”

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Prior to each of five CCU home football games, two contestants will be chosen from a random drawing to test their skill and luck by attempting to throw a football through a target during halftime in front of CCU football fans. Winners from each competition will receive \$250 and have the opportunity to participate in the grand prize competition for a chance to win \$7,500 during the last CCU home football game on November 18.

To register for a chance to participate in the "Pass For Cash" sweepstakes, visit any Crescent Bank or HTC location to fill out an entry form. For further information on the contest, please visit www.PassForCash.com. There is no purchase necessary and entries must be deposited by or mailed to be received by October 30, 2006. This contest is open only to residents of South Carolina, who, as of August 30, 2006 are 18 years of age or older. Void where prohibited.

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 \$325 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 164 Medical Park Court, Suite B and its Garden City location is at 2636 Highway 17 South. For additional information about Crescent Bank, call (843) 626-2200 or visit www.crescentbankcarolina.com.

About HTC

HTC, Inc. is the nation's largest telephone cooperative and the 25th largest telephone company. Founded in 1952, HTC celebrates over 50 years of service to the community as a local communications leader. HTC and its wholly owned subsidiary, HTC Communications, offer local telephone service in Horry and parts of Georgetown Counties. A full menu of communications services are available from HTC, Inc. and HTC Communications, including local phone service, digital cable television, internet access, cable modems, DSL, long distance service and digital wireless service.

For additional information about HTC, call (843) 365-2151 or visit www.htcinc.net.

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