



NEWS RELEASE

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CRESCENT BANK AND HORRY TELEPHONE COOPERATIVE (HTC) ANNOUNCE FOURTH AND FIFTH “PASS FOR CASH” SWEEPSTAKES WINNERS

November 2, 2006, Myrtle Beach, S.C. – Crescent Bank and Horry Telephone Cooperative (HTC) today announced the fourth and fifth winners 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 two winners, Dexter Mitchell and Pete Pallisanio, were chosen from a random drawing to test their skill and luck and the two successfully threw a football through a target from the five yard line during halftime in front of CCU football fans.

Mitchell, from Myrtle Beach, and Pallisanio, from Little River, each won \$250 during halftime of the CCU – Liberty University game at Brooks Stadium on October 28. With this win, the two 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.

“We are very happy for Dexter and Pete,” said M.J. Huggins, III, President of Crescent Bank. “It is exciting for us to be able to bring such an interesting and unique winning opportunity to fans of CCU football.”

“Dexter and Pete proved their football worth with their performance during our ‘Pass For Cash’ event,” said Tom Vitt, Director of Marketing for HTC. “As we move further into the CCU football season, we are looking forward to more ‘Pass For Cash’ events.”

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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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