



NEWS RELEASE

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CRESCENT BANK AND HORRY TELEPHONE COOPERATIVE (HTC) PREPARE FOR “PASS FOR CASH” SWEEPSTAKES FINALS

Sixth Winner Crowned, Contest Finals To Be Held November 18

November 9, 2006, Myrtle Beach, S.C. – Crescent Bank and Horry Telephone Cooperative (HTC) today announced the sixth winner of their “Pass For Cash” sweepstakes, which has been held over the course of five of the six Coastal Carolina University (CCU) home football games this fall. The sixth winner, Michael Pertell of Conway, was chosen from a random drawing to test his skill and luck and successfully threw a football through a target from the five yard line during halftime in front of CCU football fans.

Pertell won \$250 during halftime of the CCU – Savannah State University game at Brooks Stadium on November 4. With this win, he now has 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.

Other winners competing in the finals are Patrick Boulter of Little River, Phyllis Swilpa of Little River, Brandy Henderson of Little River, Dexter Mitchell of Myrtle Beach and Pete Pallisano of Little River.

“We are happy for Michael and his accomplishment during halftime last weekend,” said M.J. Huggins, III, President of Crescent Bank. “With the field now set, we are looking forward to the ‘Pass For Cash’ finals during halftime on November 18.”

“Michael’s performance during our ‘Pass For Cash’ event on November 4 was exemplary,” said Tom Vitt, Director of Marketing for HTC. “We are excited for all of our winners and are looking forward to crowning our overall winner during CCU’s final home game.”

(more)

Prior to each of five CCU home football games, two contestants were 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 received \$250 and now will participate in the grand prize competition for a chance to win \$7,500 during CCU’s final home football game.

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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