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News Release

FOR IMMEDIATE RELEASE

Kathie Parson Joins Fidelity Bank of Aberdeen/Southern Pines

FUQUAY-VARINA, North Carolina (April 27, 2010) - Fidelity Bank is pleased to announce Kathie Parson, a Moore County resident, has joined the management team at Fidelity Bank in Aberdeen/Southern Pines. In her new position, Parson will oversee internal controls at the branch and apply her passion for business development in southern Moore County.

"People bank with people they trust," says Parson. "I look forward to building relationships with the people and businesses of Moore County. Fidelity Bank has a reputation for integrity and its performance – even as the industry has stumbled – attracted me to join their team. It is a pleasure to identify with a bank whose values are not just hung on a wall, but are lived out in the way they treat their customers." Fidelity Bank Vice President, David Zmiewsky, says that Parson's specialized experience in personal financial management and customer service brings added strength to their team.

Parson, a native of Minneapolis, worked as the Director of Corporate Relations at Esslinger, Wooten, Maxwell, Inc., Realtors in South Florida and in management for Bloomingdale's before moving to North Carolina. While earning a degree in liberal arts, she worked as the marketing manager for Petty Enterprises in Randleman and served as a personal financial manager for members of the Petty family. In addition to her position with Fidelity, Parson will continue as Campaign Finance Treasurer for Senator Harris Blake.

Her community involvement has included the Village Chapel Board of Trustees from 2005-2008, Sandhills Children's Center Festival of Trees Committee, and the Sandhills Classical Christian School Development Team. Parson is also a member of the Professional Women's Network in Moore County.

Parson and her husband, Mark, reside in Pinehurst with their son, Wyatt. Mark Parson was recently appointed to the Village Council in Pinehurst.

Fidelity Bank is a full-service financial institution with assets of approximately \$1.4 billion headquartered in Fuquay-Varina, North Carolina. The Bank owns and operates 66 branches throughout North Carolina and Virginia, and was awarded a 5-star (superior) rating by BauerFinancial. For more information, please visit www.fidelitybanknc.com.

Contact:
David Zmiewsky
Vice President
Phone: (910) 944-5762
Email: david.zmiewsky@fidelitybanknc.com

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