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Reliance Trust Appoints Industry Veteran Robert F. Cook to Help Lead its Church and Non-Profit Business Unit

ATLANTA, August 9, 2011. Reliance Trust Company announced the appointment of attorney and industry veteran Robert F. Cook as Executive Vice President and a manager of the Church and Non-Profit division which is one of the largest servicers of church bond offerings in the nation.

Cook will work with Reliance's team of seasoned professionals in the Church and Non-Profit division and will be responsible for the direction and the strategic development of its activities for Reliance Trust. He will also work with Reliance Financial Corporation's senior leadership to advance several of the company's long-term initiatives and programs.

"We are excited to have such an accomplished professional join our executive team," said Jim Maxwell, Chairman and CEO of Reliance Financial Corporation, parent company of Reliance Trust. "Cook brings more than 40 years of experience to the Company in the areas of non-profit finance, commercial real estate development and finance and has represented banks, mortgage companies, REITs and securities firms. He will be a valuable resource to Reliance Trust and our clients."

Cook had previously served on the Board of Directors of Reliance Trust Company for 30 years. He has been involved in representing Reliance Trust as legal counsel since its formation in 1975. Throughout his career he worked to help create denominational loan funds, real estate investment trusts and other lending entities to provide financing for church and non-profit entities.

"Cook has developed a national reputation of working for and representing religious and non-profit institutions," said Tony Guthrie, CEO and President of Reliance Trust. "He has a tremendous ability to understand the religious and non-profit industry and is able to craft effective solutions and new business opportunities."

Prior to joining Reliance Trust, Cook was one of the founding partners of Parker, Johnson, Cook & Dunlevie, Atlanta, Georgia, which merged with Womble Carlyle Sandridge & Rice, PLLC in June, 1996. Cook has extensive experience in real estate acquisitions and development, construction contracting, project finance, leasing, joint ventures, workouts (including bankruptcies), entity formations, securities transactions (including securitization of debt obligations), regulatory enforcement actions and regulatory compliance. He has been heavily involved with the development of privatized student housing projects financed through the issuance of tax-exempt bonds. Cook received his Bachelor of Arts degree from Duke University and his Juris Doctor from Vanderbilt University School of Law. He is a member of the Atlanta Bar Association, the State Bar of Georgia, the American Bar Association and the Bank Counsel Section of the Georgia Bankers Association.

The Church and Non-Profit division of Reliance Trust is a cornerstone of the company's business. It has served the industry since 1975, offering financial services to churches and bondholders and providing trustee, paying agent, registrar/transfer agent, escrow agent and loan fund administration services for non-profit organizations.

About Reliance Financial Corporation

Reliance Financial Corporation is a privately held, Atlanta-based, diversified financial services and wealth management company with more than \$86 billion in assets under management and administration. Reliance conducts business throughout the United States through its trust company (one of the largest independent trust companies in the country) subsidiaries and affiliated offices. Reliance offers a full array



of retirement plan, outsourcing, wealth management, investment and trust and wealth management services to individuals, corporations and institutions, as well as to other banks, registered investment advisors, brokerage firms and insurance companies. Please visit www.reliance-trust.com for information on all of the company's programs and services or call (404) 266-0663.