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Reliance Trust Continues to Expand Wealth Management Services
Industry Veteran Bo Wilkins to Join Business Unit

ATLANTA, January 18, 2012. Reliance Trust Company, principal trust subsidiary of Atlanta-based Reliance Financial Corporation, announced today that its wealth management division will continue to expand its scope bringing on industry veteran and local Atlanta resident Stephen Bowden "Bo" Wilkins as a part of the unit.

"Over the last year we have been executing a strategic plan to widen our scope of services in the wealth management arena," said Charles Wade, executive vice president and division manager of investments and wealth management at Reliance Trust. "The acquisitions we have made and will continue to make in 2012, coupled with the addition of Bo and the recent commencement of operations of our affiliated Delaware trust company, will further fuel the expansion of our wealth management services."

This move is the latest development in the wealth manager's efforts to add staff and establish offices in new markets in Atlanta and throughout the Southeast. At the end of 2011, Reliance Financial Corporation established Reliance Trust Company of Delaware, a Delaware limited purpose trust company, in order to offer the additional flexibility and resources available under Delaware trust law to its clients. In addition, Reliance recently opened a wealth management office in Charlotte, North Carolina, and a year ago completed its acquisition of Harrington Wealth Management adding offices in California, Indiana and the Kansas City area.

"We believe in investing in people to drive growth, and the addition of Wilkins will help us widen our footprint in Atlanta and the Southeast," said Jim Maxwell, chairman, president and CEO of Reliance Financial Corporation.

"The market for wealth management services is expanding and Reliance Trust is well positioned with the expertise to respond to that need," said Wilkins. "I look forward to taking Reliance Trust's wealth management group to the next level. My experience in developing new business by building strategic, long-term relationships, coupled with Reliance Trust's group of wealth management professionals will help me do just that."

Bo is a former partner of Atlanta-based Nease, Lagana, Eden & Culley, and a former planning professional at Northwestern Mutual Life of Atlanta. He is very active in the Atlanta community serving on the boards of several Atlanta philanthropic groups such as Camp Sunshine, Curing Kids Cancer and Songs for Kids. He is also a core volunteer for Feed The Homeless Project, Inc. and a member of the Planned Giving Advisory Council at Georgia State, the Planned Giving Advisory Council at Peachtree Road United Methodist Church and the Circles Salon at the High Museum. He is a graduate of Hampden-Sydney College and holds the designations of Chartered Life Underwriter (CLU), Chartered Financial Consultant (ChFC) and Chartered Advisor in Philanthropy (CAP).

About Reliance Financial Corporation

Reliance Financial Corporation is a privately held, Atlanta-based, diversified financial services and wealth management company with more than $87 billion in assets under management and administration. Reliance conducts business throughout the United States through its trust companies, Reliance Trust Company based in Georgia (one of the largest independent trust companies in the country) and Reliance Trust Company of Delaware, and its other subsidiaries and affiliated offices. Reliance offers a full array of trust and wealth management, investment, retirement plan and outsourcing services to individuals, corporations and institutions, as well as to other banks, brokerage firms and insurance companies. Please visit www.reliance-trust.com for information on all of the company's programs and services.