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Reliance Trust Appoints Industry Veteran Daniel Streiff to National Account Sales for its Retirement Group

ATLANTA, January 17, 2012. Reliance Trust Company, principal trust subsidiary of Atlanta-based Reliance Financial Corporation, announced today that its Retirement Strategies Group has appointed industry veteran Danny Streiff to its National Account Sales position.

“Over the last year we have been executing a strategic plan to widen our scope of services in the retirement arena and increase market share,” said Kent Buckles, senior vice president and division manager of the Retirement Strategies Group at Reliance Trust. “Investing in the right people to help us execute this plan is crucial and we believe Danny, with his industry experience is a perfect fit.”

This move is the latest development in the growth and expansion of the Retirement Strategies Group at Reliance Trust. The organization achieved record growth in 2011 and believes the trend will be continued by an increased emphasis on new products, services and distribution.

“I am eager to get started in this new role and aggressively growing the company’s market share in 2012,” said Streiff. “Reliance Trust is a key player in the retirement industry offering a diversified slate of retirement products and services and an experienced staff to support them.”

Streiff is the former founder and president of Matrix Communications Technologies and spent 12 years as a financial advisor at Wheat First Butcher Singer. He is a graduate of the University of North Carolina at Charlotte with a degree in economics. He currently serves on the board of trustees for the Speedway Children’s Charities.

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.