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Reliance Financial Corporation Appoints Two New Board Members to its Board of Directors

ATLANTA, December 19, 2011. Reliance Financial Corporation, a diversified financial services and wealth management company with more than \$87 billion in assets under management and administration, today announced the appointment of Richard F. Curcio, Chairman and President of Integrity Investments and Integrity Management and Research and Ward Curtis, Chairman and CEO of Sabal Trust Company to its board of directors.

"The addition of Curcio and Curtis to Reliance's board of directors ensures that the company will continue to benefit from a diversity of perspectives and experience in our mission to provide our clients with the best financial products and services available," said Jim Maxwell, Chairman, CEO and President of Reliance Financial Corporation.

"I am honored to join the board of directors at Reliance," said Curcio. "With my experience in financial services, I look forward to helping to lead the organization over the next several years furthering Reliance's position as a leading provider of customized retirement plan, wealth management, financial services and investment solutions."

"I have worked with Reliance for a number of years and look forward to serving on its board of directors," said Curtis. "I have more than 25 years of experience in investment management and trust services, so I am eager to help Reliance as they forge ahead."

Curcio is currently the Chairman and President of Integrity Investments and Integrity Management and Research, which he founded in 1992. Curcio earned a Bachelor of Science in Management and an MBA in Finance from St. Johns University. He spent five years at the Depository Trust Company in New York followed by five years as a Vice President at Bradford Trust Company. In 1979, he joined Fidelity Investments as a Senior Vice President to help start Fidelity's Institutional Group.

Curtis is the Chairman and CEO of Florida-based, Sabal Trust Company. He has served on the Board of All Children's Hospital, American Stage Theater, The Arts Center, The Children's Dream Fund and a number of other local charities. He offers more than a quarter century experience in investment management and trust services. Curtis received a BSBA and an MBA from the University of Central Florida and is a member of the college's Business Hall of Fame. He is also a graduate of the Tuck Executive Program at Dartmouth College.

Curcio and Curtis' appointments bring the number of directors to nine. The members of the board also include lead director James T. Maxwell, Chairman, President and CEO, Reliance Financial Corporation; Roy J. Alewine, President, American Guaranty Association, Inc.; Randolph L. Boyd, President, Enterprise Tek Resources, Inc.; James W. Lyon, investor, retired; Joseph A. Morris, retired, former President and CEO, Generation Mortgage Company; Kenneth J. Phelps, retired, currently Chairman Emeritus, Reliance Financial Corporation; and Horst H. Schulze, President and CEO, The West Paces Hotel Group.

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, its 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.

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