



Media Contact: Chantel Shipe, Director of Marketing, Reliance Trust
Phone: (678) 274-1852
Email: cshipe@relico.com

Reliance Trust Adds ESOP Valuation Expert Bucky Wright to its Investment Team

ATLANTA, January 30, 2012. Reliance Trust Company, a diversified financial services firm and subsidiary of Reliance Financial Corporation, announced today that it has added seasoned ESOP valuation expert Bucky Wright to its investment team.

"Bucky brings more than 10 years experience assisting and advising clients that sponsor employee stock ownership plans (ESOPs) in assessing the value of privately held companies," said Bill Harlow, president of Reliance Trust. "His experience adds additional strength to our valuation review process as well as addressing other valuation needs within our investment management group for special assets held by our wealth management clients."

Wright will work closely with the investment and fiduciary services groups at Reliance Trust. Reliance Trust's Fiduciary Services business unit added more than 100 new ESOP and fiduciary clients in 2011, both large public enterprises and smaller privately-held companies. Reliance Trust's services to these clients included addressing the emerging risks of qualified retirement plans holding employer securities and serving as an independent fiduciary to help alleviate risk in employee benefit programs administered by company management.

"I am excited to join the team and bring my valuation expertise to this group and its clients," said Wright. "I understand the importance of making sure that companies have a 360 degree view of how they can position themselves for the future, whether that is through investment opportunities, an ESOP or some other means."

Wright was previously a valuation manager at Willamette Management Associates and has been a presenter on various valuation topics for the New South Chapter of The ESOP Association, the Southeast Regional ESOP Association, and the Institute of Business Appraisers. His articles have been published in professional publications, including the *Journal of Employee Ownership Law and Finance*. He is also a member of The ESOP Association and The National Center for Employee Ownership.

Wright is an Accredited Senior Appraiser of the American Society of Appraisers and has a master of business administration degree from Kennesaw State University and a bachelor of administration degree in finance from the University of Georgia.

About Reliance Financial Corporation

Reliance Financial Corporation is a privately held, Atlanta-based, diversified financial services and wealth management company with more than \$88 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.