



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

Reliance Integrated Solutions LLC Appoints New President to Lead Business

ATLANTA, February 8, 2012. Reliance Financial Corporation today announced that its trust operations outsourcing subsidiary, Reliance Integrated Solutions LLC (RIS), has appointed 24-year financial services industry veteran Trey Carter as the new president of RIS. The appointment comes at an exciting time for RIS, which has grown its business dramatically, more than tripling its client base while significantly adding to its service offering under previous RIS president, Bryant Jones, who was recently appointed as chief administrative officer of Reliance Financial Corporation.

“Bryant has done a tremendous job positioning RIS as a key player in the outsourcing industry during his time as president,” said James T. Maxwell chairman, CEO and president of Reliance Financial Corporation. “Over the past 10 years, Reliance Integrated Solutions has become one of the leading providers of customized wealth management services in the industry because of our scale, our experience, and our focus on creating value for our customers. We look forward to continuing that track with the new leadership being brought in.”

“I look forward to leading our outsourcing team and getting to know each of our clients,” said Carter. “Serving institutions and finding ways to help firms grow their businesses has always been a passion of mine and I’m excited about the opportunity to continue to do that. My background will bring a new element to how we service our clients and I am confident that it will lead to even higher levels of the quality service RIS strives to deliver.”

Carter joined Reliance Trust in 2004 and has been responsible for institutional client servicing for Reliance Trust’s institutional trust business which, in many respects, is similar to the RIS business. He has been responsible for the administrative service delivery for institutional alliance partners with a career that includes prior management roles in retirement, client and account services with Invesco Retirement, Inc. and Scudder Kemper Investments. Additionally, he worked with Bank of America where he was responsible for both fixed income sales and client servicing. His background also includes business line and institutional relationship management, risk management, product development, employee benefits and operations.

About RIS

RIS, a wholly-owned subsidiary of Reliance Financial Corporation, has been dedicated to providing a high-touch trust and wealth management operations outsourcing solution since 1993. RIS specializes in tailoring solutions for trust companies and wealth managers serving the high net worth and institutional marketplace by providing turn-key investment and trust accounting, securities processing, client reporting and the technology platform needed to support a complete range of trust and investment services.

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 company (one of the largest independent trust companies in the country), 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.

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