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FOR IMMEDIATE RELEASE August 8, 2014

FIRST SOUTH FINANCIAL LAUNCHES BUSINESS SERVICES

Credit union stands ready to serve small businesses

Bartlett, TN, 1BAugust 8, 2014—First South Financial's tag line "You can bank on us" now applies to businesses too. Small to medium sized businesses now have an alternative to the regular providers of business accounts and services.

"We're pleased to be able to offer a full suite of business products to small and medium sized businesses," says Craig Esrael, President and CEO. "Our business accounts have some of the best pricing in the market along with outstanding service. We want to help businesses succeed just like we have our members since 1957."

First South Financial offers business checking and savings along with escrow accounts, health savings accounts and credit cards focusing on the products and services that most small businesses will need. For other small business needs they have partnered with PPES and Heartland Ovation Payroll Services to provide services such as payroll processing, merchant card services, workers compensation reporting and more.

"We decided to target the small to medium sized businesses because we feel that is the market we can serve best. There are plenty of organizations that are very well suited to handle the large corporate accounts. For now, we want to focus on those companies that are growing and need a trusted financial partner who will act in their best interests." says Summers Townsend, Senior Vice President of Branch Operations. "We serve several small businesses now and we want to let others know that they can certainly use us for their banking needs."

First South Financial has approximately \$474 million in assets and 15 locations in the Memphis area. It has been serving the financial needs of Mid-Southerners since 1957.

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