

Media Contacts:

Patty Briguglio
MMI Associates, Inc.
(919) 233-6600
(919) 233-0300 (fax)
patty@mmimarketing.com

Kate Catlin
MMI Associates, Inc.
(919) 233-6600
(919) 233-0300 (fax)
kate@mmimarketing.com

Crescent State Bank Named Among Top Triangle Banks*Community Bank Recognized By Triangle Business Journal's 2009 Book of Lists*

CARY, N.C. – Michael G. Carlton, president of Crescent State Bank, a wholly owned subsidiary of Crescent Financial Corporation (NASDAQ Global MarketSM), has announced that the bank has been featured in the *Triangle Business Journal's* 2009 Book of Lists as one of the Top 25 Triangle Banks. Rankings were based on Triangle deposits and Crescent's position on the list has improved since 2008. Crescent had \$431 million in Triangle deposits, \$655 million in North Carolina deposits, 1.84 percent of the Triangle market share and .03 percent of North Carolina market share. The bank now has a total of 13 branches in North Carolina.

Related Links:

www.triangle.bizjournals.com
www.crescentstatebank.com

News Facts:

- Michael G. Carlton, president of Crescent State Bank, a wholly owned subsidiary of Crescent Financial Corporation (NASDAQ Global MarketSM), has announced that the bank has been featured in the *Triangle Business Journal's* 2009 Book of Lists as one of the Top 25 Triangle Banks.
- Rankings were based on Triangle deposits and Crescent's position on the list has improved since 2008.
- Crescent had \$431 million in Triangle deposits, \$655 million in North Carolina deposits, 1.84 percent of the Triangle market share and .03 percent of North Carolina market share.
- The bank now has a total of 13 branches in North Carolina.

Quotes:

"It is an honor to be recognized as one of the top 25 banks in the Triangle," said Carlton. "We are proud to serve the Triangle and are pleased with our growing presence within the communities we serve."

About Crescent State Bank:

Crescent State Bank is a wholly owned subsidiary of Crescent Financial Corporation. The bank has total assets of \$968.3 million, deposits of \$714.9 million, and net loans of \$772.8 million as of Dec. 31, 2008. The bank operates 13 full-service banking offices in the communities of Cary (2), Apex, Clayton, Garner, Holly Springs, Sanford, Southern Pines, Pinehurst, Raleigh, Knightdale and Wilmington (2), North Carolina. For more information, visit www.crescentstatebank.com.

(end)

Information in this press release contains "forward-looking statements." These statements involve risks and uncertainties that could cause actual results to differ materially, including without limitation, the effects of future economic conditions, governmental fiscal and monetary policies, legislative and regulatory changes, the risks of changes in interest rates, and the effects of competition. Additional factors that could cause actual results to differ materially are discussed in

Crescent Financial Corporation's recent filings with the Securities and Exchange Commission, including, but not limited to, its Annual Report on Form 10-K and its other periodic reports.

Keywords:

Crescent State Bank, Crescent Financial, Global NASDAQ, Michael G. Carlton, Ray Vaughn, 2009 Book of Lists, North Carolina Banks, Triangle Banks, *Triangle Business Journal*, Top 25 Triangle Banks

Patty Briguglio
MMI Associates, Inc.
919-233-6600
patty@mmimarketing.com
PR Firms Raleigh, NC

(end)