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Crescent State Bank Releases Points 2U Podcast
Danielle Beagley Discusses Rewards Program For Debit Card Holders

CARY, N.C. – Michael G. Carlton, president of Crescent State Bank (www.crescentstatebank.com), a wholly owned subsidiary of Crescent Financial Corporation (NASDAQ Global MarketSM), has announced that Danielle Beagley, marketing coordinator at the bank, has released a podcast detailing Points 2U, a new rewards program for customers using Crescent State Bank VISA debit cards. In the podcast, Beagley discusses how the Points 2U program works and the types of rewards a customer can earn using the program, including travel plans on any airline or cruise line, hotel or car rental, gift cards and more. Beagley also provides information on how customers can enroll in the Points 2U program.

QUOTES:

"I am happy to release Danielle's podcast on Points 2U program," said Carlton. "The podcast will not only detail the program, but will also help customers learn about the exciting rewards that they can earn using Points 2U."

NEW MEDIA CONTENT:

The podcast is available for download at <http://bit.ly/2rVxxw>.

DETAILS:

- The Points2U program allows customers to earn one point for every \$2 spent on eligible debit card purchases. Crescent keeps track of all the points earned and provides customers with a quarterly Points2U statement and monthly e-statement.

ABOUT CRESCENT STATE BANK:

Crescent State Bank is a wholly owned subsidiary of Crescent Financial Corporation. The bank has total assets of \$1.1 billion, deposits of \$714.2 million, and net loans of \$758.2 million as of September 30, 2009. The bank operates 15 full-service banking offices in the communities of Cary (2), Apex, Clayton, Garner, Holly Springs, Sanford, Southern Pines, Pinehurst, Raleigh (3), Knightdale and Wilmington (2), North Carolina. For more information, visit www.crescentstatebank.com.

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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.

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