

Media Contacts:

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

Crescent State Bank Names Branch Operations Manager
Harry W. Sadler Joins Community Bank

SOUTHERN PINES, N.C. – Michael Carlton, president of Crescent State Bank, a wholly owned subsidiary of Crescent Financial Corporation, (NASDAQ Global MarketSM), has announced that Harry W. Sadler has been named branch operations manager for the bank's Southern Pines office. In this position, he will be responsible for new account openings and service for new and existing customers, as well as oversee daily bank operations. Sadler has 17 years of successful experience in the banking industry. A native of Maryland, he resides in Sanford, N.C. with his wife, Wendy, and three children, Wendi, Danielle and DJ.

Related Links:

<http://www.crescentstatebank.com>

News Facts:

- Michael Carlton, president of Crescent State Bank, a wholly owned subsidiary of Crescent Financial Corporation, (NASDAQ Global MarketSM), has announced that Harry W. Sadler has been named branch operations manager for the bank's Southern Pines office.
- In this position, he will be responsible for new account openings and service for new and existing customers, as well as oversee daily bank operations.
- Sadler has 17 years of successful experience in the banking industry.
- A native of Maryland, Sadler resides in Sanford, N.C. with his wife, Wendy, and three children, Wendi, Danielle and DJ.

Quotes:

"Sadler's extensive experience in the banking industry and passion for helping customers with important financial decisions make him a perfect fit to lead the Southern Pines office," said Carlton.

About Crescent State Bank:

Crescent State Bank is a wholly owned subsidiary of Crescent Financial Corporation. The Bank has total assets of approximately \$752 million, deposits of approximately \$590 million, and loans of \$579 million as of March 31, 2007, with eleven full service banking offices in the communities of Cary (2), Apex, Clayton, Garner, Holly Springs, Sanford, Southern Pines, Pinehurst, Raleigh and Wilmington, North Carolina. For more information, visit <http://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, Mike Carlton, Ray Vaughn, Cary N.C., Garner, N.C., Apex, N.C., Clayton, N.C., Holly Springs, N.C., Sanford, N.C., Southern Pines, N.C., Pinehurst, N.C., Raleigh, N.C., Wilmington, N.C., Harry W. Sadler, Branch Operations Manager

Patty Briguglio
MMI Associates, Inc.
919-233-6600
patty@mmimarketing.com

(end)