

Media Contacts:

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

J. Keith Stark Joins Crescent State Bank Advisory Board
B&K Coastal, LLC Owner Named To Wilmington Advisory Board

WILMINGTON, N.C. – Keith Betts, Wilmington area president of Crescent State Bank (www.crescentstatebank.com), a wholly owned subsidiary of Crescent Financial Corporation (NASDAQ Global MarketSM), has announced that J. Keith Stark, owner and managing member of B&K Coastal, LLC, has been named to the bank's Wilmington Advisory Board. The Crescent State Bank Wilmington Advisory Board acts as a liaison between the bank and the Wilmington community. Board members are responsible for advising the bank on how to better serve the city of Wilmington.

Stark attended Louisburg College in Louisburg, N.C. as well as Appalachian State University in Boone, N.C. He is a member of First Baptist Church and has been recognized for his work with the Cape Fear Soccer Association. A native of Henderson, N.C., he resides in Wilmington.

Related Links:

www.crescentstatebank.com
www.mmimarketing.com

News Facts:

- J. Keith Stark, owner and managing member of B&K Coastal, LLC, has been named to the Crescent State Bank's Wilmington Advisory Board. .
- The Crescent State Bank Wilmington Advisory Board acts as a liaison between the bank and the Wilmington community.
- Board members are responsible for advising the bank on how to better serve the city of Wilmington.
- Stark attended Louisburg College in Louisburg, N.C. as well as Appalachian State University in Boone, N.C.
- He is a member of First Baptist Church and has been recognized for his work with the Cape Fear Soccer Association.
- A native of Henderson, N.C., he resides in Wilmington.

Quotes:

"We are pleased to announce J. Keith Stark as a member of Crescent State Bank's Wilmington Advisory Board," said Betts. "His commitment to serving the community of Wilmington makes him a great addition to the board."

About Crescent State Bank:

Crescent State Bank is a wholly owned subsidiary of Crescent Financial Corporation. The Bank has total assets of \$835.5 million, deposits of \$605.4 million, and net loans of \$667.6 million as of December, 31, 2007. The bank operates twelve full service banking offices in the communities of Cary (2), Apex, Clayton, Garner, Holly Springs, Sanford, Southern Pines, Pinehurst, Raleigh, Knightdale, and Wilmington, 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, Stock Report, CRFN, Quarterly Report, North Carolina Banks, North Carolina Banking, Triangle Banks, Triangle Community Banks, Federal Deposit Insurance Corporation, Wilmington Advisory Board, J. Keith Stark, B & K Coastal, LLC, Louisburg College, Appalachian State University, Cape Fear Soccer Association

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

(end)