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Rod Webb Of Crescent State Bank Named To YMCA Of The Triangle Board
Crescent State Bank Senior Vice President Selected For Board Of Local YMCA

CARY, N.C. – Crescent State Bank (www.crescentstatebank.com), a wholly owned subsidiary of Crescent Financial Corporation, (NASDAQ Global MarketSM), has announced that Rod Webb, senior vice president of commercial banking, has been named to the YMCA of the Triangle's board of directors. As a board member, Webb will assist in building strong ties between families and the community. Webb has been active with the YMCA for a number of years, and will continue to serve on its finance committee, and participate in the YMCA Y-Guides and Princesses Program, the largest father-child organization in the United States.

QUOTES:

"I am excited to continue my work with the YMCA of the Triangle," said Webb. "They are a vital part of this community and its history. I am proud to be a part of this organization."

DETAILS:

- Webb, a Raleigh resident and Wake Forest University graduate, has been with Crescent State Bank since 2005.

- Active in the local community, he has served on a number of local boards including Wake County Community Foundation, Self Help Credit Union and Jobs for Life. In addition, Webb is a member of the Wake County Industrial Facilities and Pollution Control Financing Authority and serves on the Wake Education Partnership board as well as the Greater Raleigh Chamber of Commerce's Education Committee and Inter-City Visit Task Force. Webb continues to be active with Wake Forest University's Alumni Council after serving as president of the Alumni Association from 2007-2008.

- Webb is an active member of Edenton Street United Methodist Church.

- For more information on the YMCA of the Triangle, visit www.ymcatriangle.org.

ABOUT THE YMCA OF THE TRIANGLE:

The YMCA of the Triangle is an association of 13 branches located in Durham, Wake, Johnston, Lee and Pamlico counties. The YMCA is a community service organization committed to providing facilities, programs and services that build a healthy spirit, mind and body.

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.

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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