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Carolina Alliance Bank Named Small Business of the Year & Top Financial Institution by the March of Dimes

SPARTANBURG, SC (May 13, 2013) – For the fifth straight year, Carolina Alliance Bank (OTCBB: CRLN.OB) has been named the March of Dimes’ Small Business of the Year. And for the second straight year, the bank also was presented with the Top Financial Institution Award.

“For a bank of our size to win these awards shows how devoted our staff is to the Spartanburg community,” said John Poole, President and CEO of Carolina Alliance. “It also is a great testament to the wonderful customers and friends of Carolina Alliance who are supportive of our efforts. We could not have received these awards without them and we thank them.”

The Small Business Award, which recognizes Carolina Alliance’s outreach and fundraising efforts, also reflects the bank’s organizational commitment to the March of Dimes and March for Babies in Spartanburg County. The collective contributions of the bank employees, includes more than 200 man hours, as well as financial resources dedicated to this very worthy cause. The bank has won the award in five of the six years it has been in business.

Carolina Alliance Bank received the Top Financial Institution Award as its staff of 46 raised \$13,698.37, which is more than any other financial institution in Spartanburg County. In addition, every one of the bank’s staff members made some contribution to the campaign.

"At Carolina Alliance we have an ongoing commitment and passion to community service and giving back to the Spartanburg community," Poole said. "And this award is especially meaningful to us as several of our staff members have personal experience with the excellent

work done by and through the March of Dimes. We truly appreciate the organization and what it does for our Spartanburg citizens.”

Selected highlights of Carolina Alliance’s contributions to the March of Dimes include:

- Raised \$13,698.37 for the March for Babies Campaign
- Held a BBQ Lunch which drew customers and friends throughout the Spartanburg area.
- Held a Chili Cook-Off, where staff cooked chili and sold it in the bank’s lobby during lunch hours.
- Held a Bake Sale which included bank staff baking and selling homemade specialties.
- ‘Raised Dough’ for the March of Dimes with Bank employees waiting on tables at Pizza Inn Eastside.
- Held a Wii bowling tournament and a cornhole tournament; staff had to pay to play.
- Staff participated in a pie-throwing contest where the senior staff person who received the most ‘votes’ (money for the March of Dimes) in “The Cutest Baby” contest got a pie in the face.
- Published and sold a cookbook – “Cookin’ & Bakin’ ” which features family recipes from the Carolina Alliance staff.
- Additionally, Bank Vice President and Senior Mortgage Officer Carolyn MacIntosh volunteers as Chairwoman of the March of Dimes Board of Directors for Spartanburg Chapter, and also is a member of the March of Dimes Board of Directors/South Carolina State Chapter.

For additional information about Carolina Alliance please call (864) 208-BANK (2265) or visit www.carolinaalliancebank.com.

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