



FOR IMMEDIATE RELEASE

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BANKFIRST ANNOUNCES GRAND OPENING IN OVIEDO-WINTER SPRINGS

Oviedo, Florida – (October 4, 2010) – On Thursday, September 30, 2010, the BankFIRST Oviedo-Winter Springs Board of Directors, various community dignitaries, clients and friends attended a celebratory ribbon cutting ceremony to mark the grand opening of the bank's newest Financial Center Location in Oviedo-Winter Springs. The branch office is conveniently located at 2839 Clayton Crossing Way in the Aloma Walk Publix Supermarket development (near SR 417 and Aloma Avenue), and has been recognized as the finest branch banking facility in Central Florida.

The ribbon cutting ceremony was held in conjunction with a grand opening event, hosted by BankFIRST's Chairman of the Board, James T. Barnes, Jr. President and CEO, Donald J. McGowan, and Oviedo-Winter Springs Area President, Linda McKenzie, to commemorate the bank's venture into the Oviedo-Winter Springs market. During the ceremony, McGowan commented that, "The iconic branch office design was in the works for more than two years, and the investment in progressive technology will provide faster, more efficient, and highly accurate transaction times for customers."

The new location's unique architecture was developed by Houston, TX-based McCleary German Architects, and constructed by Winter Park-based General Contractors R.D. Michaels, Inc. Various innovations in banking technology were incorporated into the location, including "Intelligent Deposit" ATMs and cash recyclers.

"This is a tremendous opportunity for BankFIRST, and we are extremely excited to serve as a trusted financial partner in the Oviedo-Winter Springs community. We look forward to the opportunity to provide our clients with the highest levels of Gold Star Quality Service, coupled with a state-of-the-art facility and the latest in banking conveniences," commented McKenzie.

BankFIRST announced plans to build on the Aloma Walk site in February 2010.

About BankFIRST

Since its founding in 1989 as a state-chartered, federally insured commercial bank, BankFIRST has grown its assets to over \$600 million. Situated in Central Florida, BankFIRST has ten branch offices located in Orange, Seminole, Lake and Brevard Counties, and has approximately 120 employees. The bank has been the recipient of numerous awards, including: “Best Community Bank in Central Florida” by the readers of the Orlando Business Journal in 2006 and 2009, “Best Bank in Seminole County” in 2008 and 2009, “#1 Small Business Lender in Florida”, “2009 Business Achievement Award for Civic and Community Efforts” by the Lake Eustis Chamber of Commerce, and “#1 Community Bank SBA Lender in Florida”.

For more information on BankFIRST, visit www.bankfirst.com.