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**FIDELITY  
SOUTHERN  
CORPORATION**

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FOR IMMEDIATE RELEASE

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**FIDELITY SOUTHERN CORPORATION  
FILES REGISTRATION STATEMENT WITH SEC FOR  
UNDERWRITTEN COMMON STOCK OFFERING**

Atlanta, GA. (May 25, 2010)– Fidelity Southern Corporation, (“Fidelity” or “the Company”) (NASDAQ:LION), the holding company for Fidelity Bank (the “Bank”), today announced that it filed a registration statement with the Securities and Exchange Commission for a proposed public offering of up to \$57.5 million of Fidelity Southern Corporation common stock in an underwritten public offering. Sandler O’Neill & Partners, L.P. will serve as sole book-running manager for the offering and FIG Partners, LLC will serve as the co-manager.

Net proceeds to the Company are expected to support organic growth and acquisitions of financial institutions as opportunities arise, and for general corporate purposes. When appropriate, the Company may use some of the proceeds to redeem all or some of the preferred shares and warrant held by Treasury, subject to final approval by the Treasury and Fidelity’s federal banking regulator. The proceeds will also strengthen the Company’s and Bank’s regulatory capital ratios.

A registration statement relating to these securities has been filed with the Securities and Exchange Commission, but has not yet become effective. These securities may not be sold, nor may offers to buy be accepted, prior to the time the registration statement becomes effective.

This announcement shall not constitute an offer to sell or the solicitation of an offer to buy these securities, nor shall there be any offer or sale of these securities, in any state or jurisdiction in which such offer, solicitation, or sale of securities would be unlawful prior to registration or qualification under the securities laws of any such jurisdiction. Any offers, solicitations of offers to buy, or sales of securities will only be made pursuant to the registration statement filed with the SEC, including a prospectus when available.

Fidelity Southern Corporation, through its operating subsidiaries Fidelity Bank and LionMark Insurance Company, provides banking services and credit related insurance products

through 23 branches in Atlanta, Georgia, a branch in Jacksonville, Florida, and an insurance office in Atlanta, Georgia. SBA and mortgage loans are provided through employees located throughout the Southeast. For additional information about Fidelity's products and services, please visit the website at [www.FidelitySouthern.com](http://www.FidelitySouthern.com).

This news release contains forward-looking statements, as defined by Federal Securities Laws, including statements about financial outlook and business environment. These statements are provided to assist in the understanding of future financial performance and such performance involves risks and uncertainties that may cause actual results to differ materially from those in such statements. Any such statements are based on current expectations and involve a number of risks and uncertainties. For a discussion of some factors that may cause such forward-looking statements to differ materially from actual results, please refer to the section entitled "Forward Looking Statements" on page 3 of Fidelity Southern Corporation's 2009 Annual Report filed on Form 10-K with the Securities and Exchange Commission.

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