



September 8, 2010

REPUBLIC FIRST BANK NOW REPUBLIC BANK

Philadelphia , PA , September 8, 2010 (PR Newswire) –Republic First Bank (NASDAQ: FRBK) today announced it is now doing business as Republic Bank.

Republic Bank now offers unlimited convenience with extended banking hours, 7 day branch banking and is open 361 days a year. Other convenient services include the Magic Money Machine which counts coins for free for Customers and non-Customers alike. Republic Bank offers Absolutely Free Checking with no minimum balance requirement and Customers' ATM and debit cards are issued instantly "on the spot".

Locally owned and operated in Greater Philadelphia, Republic Bank is proud to provide outstanding Customer service and the longest lobby hours of any other bank in the region. Republic Bank is committed to, Amazing and Delighting each Customer, Providing Ultimate Convenience and Exceeding Customers' Expectations.

Within in the next year Republic Bank has plans to expand its foot print in South Jersey with new stores in Cherry Hill, Voorhees and Washington Township. In addition, there are plans to relocate existing stores in Pennsylvania.

Harry D. Madonna, Chairman and CEO of Republic Bank commented, "With our rebranding as Republic Bank we are turning Customers into Fans each day and bringing the Power of Red Back."

About Republic Bank

Republic Bank is the new operating name for Republic First Bank. Republic Bank is a full-service, state-chartered commercial bank, whose deposits are insured up to the applicable limits by the Federal Deposit Insurance Corporation (FDIC). The Bank provides diversified financial products through its thirteen offices located in Abington, Ardmore, Bala Cynwyd, Plymouth Meeting, Media and Philadelphia, Pennsylvania and Haddonfield and Voorhees, New Jersey.

Forward Looking Statements

The Company may from time to time make written or oral "forward-looking statements", including statements contained in this release and in the Company's filings with the Securities and Exchange Commission. These forward-looking statements include statements with respect to the Company's beliefs, plans, objectives, goals, expectations, anticipations, estimates, and intentions that are subject to significant risks and uncertainties and are subject to change based on various factors, many of which are

beyond the Company's control. These factors include competition, timing, credit risks of lending activities, changes in general economic conditions, price pressures on loan and deposit products, and other factors detailed from time to time in the Company's filings with the Securities and Exchange Commission. The words "may", "could", "should", "would", "believe", "anticipate", "estimate", "expect", "intend", "plan", and similar expressions are intended to identify forward-looking statements. All such statements are made in good faith by the Company pursuant to the "safe harbor" provisions of the Private Securities Litigation Reform Act of 1995. The Company does not undertake to update any forward-looking statement, whether written or oral, that may be made from time to time by or on behalf of the Company, except as may be required by applicable law or regulations.

Source:

Republic Bank

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