



PRESS RELEASE

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FOR IMMEDIATE RELEASE

***Ryan Horne with ECB Wealth Management Named a
Top Advisor and New Member of UVEST Patriot's Club***

WILMINGTON, N.C. – J. Dorson White, Jr., Executive Vice President and Chief Operating Officer, recently announced that C. Ryan Horne was recognized by UVEST Financial Services as a top advisor and named to the UVEST Patriot's Club.

Horne, Vice President and Financial Advisor with ECB's Wealth Management division, was named a top advisor by UVEST Financial Services and its sister company, LPL Financial. UVEST Financial Services provides investment services to the customers of ECB through ECB's Wealth Management division. The distinction earned by Horne is based on a ranking of all registered advisors supported by LPL Financial and is awarded to less than ten percent of the approximately 12,000 advisors nationwide.

"Ryan has played an integral part in the success of our Wealth Management group and is instrumental in guiding this division to national top honors," said White. "We have seen the value his experience brings to our customers, helping them protect their assets during the current economic conditions. ECB congratulates him in this deserving recognition."

"We congratulate Ryan for achieving this prestigious distinction, which is based on how successful financial advisors are in growing their businesses by delivering the services and solutions their clients need," said Bill Dwyer, President of National Sales and Marketing for LPL Financial. "Members of the Patriot's Club are among the premier financial advisors in our industry. They serve as trusted resources and counselors for their clients and their communities."

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To reach Horne for comment or for Wealth Management services, contact him by phone toll free 866-787-3221, in Wilmington at 6105 Oleander Dr., suite 102, or at anyone of ECB's 24 branch locations throughout eastern N.C.

About ECB Bancorp, Inc.

ECB Bancorp, Inc. is a bank holding company, headquartered in Engelhard, North Carolina, whose wholly-owned subsidiary, The East Carolina Bank, is a state-chartered, independent community bank insured by the FDIC. The Bank provides a full range of financial services through its 24 offices covering eastern North Carolina from Currituck to Ocean Isle Beach and Greenville to Hatteras. The Bank also provides mortgages, insurance services through the Bank's licensed agents, and wealth management services offered through a third-party broker-dealer. The Company's common stock is listed on The Nasdaq Global Market under the symbol "ECBE". More information can be obtained by visiting ECB's web site at www.ecbbancorp.com.

About UVEST Financial Services

UVEST is a leading provider of third-party brokerage services, offering investment and insurance programs to community and regional banks and credit unions across the nation. Headquartered in Charlotte, UVEST delivers customized solutions in a consultative environment to over 250 financial institutions in nearly 40 states. UVEST Financial Services is a wholly-owned subsidiary of LPL Holdings, Inc. and a sister company to LPL Financial, the nation's largest independent broker-dealer*.

About LPL Financial

LPL Financial is one of the nation's leading financial services companies, as well as the largest independent broker-dealer and provider of third-party investment services to banks and credit unions**. Headquartered in Boston, Charlotte, and San Diego, LPL Financial and its affiliates offer industry-leading support to over 750 financial institutions and approximately 12,000 financial advisors nationwide who, in turn, provide independent financial advice to millions of Americans.

** Based on total revenues, Financial Planning magazine, June 1996-2009*

*** Based on number of financial institutions served as reported in the 2010 Kenneth Kehrler study.*

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