



PRESS RELEASE

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FOR IMMEDIATE RELEASE

ECB Appoints Lorie Y. Runion as Chief Administrative Officer

ENGELHARD, N.C. – A. Dwight Utz, President/CEO of The East Carolina Bank (ECB), is pleased to announce that Lorie Y. Runion has joined the company as Chief Administrative Officer.

As Chief Administrative Officer, Ms. Runion will have executive oversight of the company's strategic plan and the management of marketing, human resources, training and development, and special projects. Her focus will be to leverage these disciplines to support the key initiatives and goals of the organization as they relate to increasing the value ECB provides to its consumer and business clients.

Mr. Utz commented, "Lorie's strategic approach and vision along with her expertise in the areas of strategic planning, corporate communication, talent development/acquisition and customer relationship management will enhance ECB's goals of delivering new revenue streams and contribute to the Bank's goals of continued growth and profitability.

"I am very excited to be part of the dynamic ECB management team and to be presented the opportunity to utilize my leadership skills and experience to further position ECB as a vibrant and respected provider of financial services in North Carolina." said Ms. Runion.

ECB's new Chief Administrative Officer has over 30 years in the financial services industry. Runion has served in senior/executive management roles at Drovers Bank in York, PA; First National Bank of Pennsylvania in Hermitage, PA and most recently with Beach First National Bank in Myrtle Beach, SC. In addition, Lorie served as a teaching associate for the Wall College of Business at Coastal Carolina University in the area of Marketing.

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Ms. Runion is a graduate of Stonier Graduate School of Banking; was invited to serve on a strategic colloquium of senior marketing executives for banks under \$10 billion for ABA' Marketing Network for 12 years; has held the designation of a Certified Financial Marketing Professional and completed the Executive Leadership Development Program with the Napier Group. She holds a B.S. in Education from York College of Pennsylvania and a M.S. in Psychology from Millersville University.

Ms. Runion and her husband James Runion plan to relocate to the Manteo, NC. They have two children, Benjamin Runion of Charleston, SC and Jessica Runion-Cox who is process of relocating to Ft. Bragg, NC where her husband serves with the 82nd Airborne.

She has been involved in many community and professional organizations including United Way, American Red Cross and served as a past board member of the York Symphony and Long Bay Symphony.

Ms. Runion can be reached by phone at (252) 925-9411 or via email at Lorie.Runion@ecbbancorp.com . To learn more about ECB, visit the web at www.ecbbancorp.com.

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 investment and brokerage 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.

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