



# PRESS RELEASE

---

---

**January 10, 2012**

**CONTACT:**    **The East Carolina Bank (ECB)**  
                  **David Crumpler**  
                  **Vice President, Director of Marketing**  
                  **Phone: (252) 925-9111, ext. 53010**  
                  **Facsimile: (252) 752-7593**  
                  **David.Crumpler@MyECB.com**

**FOR IMMEDIATE RELEASE**

## ***ECB Names Gordon Smith as Vice President and Triangle Area Regional Manager for Mortgage Services***

**Cary, N.C.** – Pamm Jones, Senior Vice President Mortgage Services for The East Carolina Bank (ECB), announced that Gordon Smith has been named Vice President and Triangle Area Regional Manager for Mortgage Services.

“Gordon’s people skills and vast knowledge of our industry make him a perfect fit to build a team in our new Triangle Area,” said Jones. “His goals align perfectly with ECB’s commitment to excellence.”

Smith brings to ECB over 19 years of experience in the financial services, residential mortgage, and homebuilder affiliated industries providing extensive experience to navigate today’s challenging landscape. Within the residential mortgage industry he has held various sales and marketing positions in the mortgage insurance (PMI, GE Capital), wholesale lending (Coastal Mortgage Group), homebuilder affiliated (BuildNet, Toll Brothers) and retail lending (Gateway Bank, Wells Fargo) sectors.

“I am excited to join the team at East Carolina Bank,” stated Smith. “With their passion and commitment to service for the customers and communities they serve, ECB is well positioned for growth. I look forward to meeting the challenges of assisting the bank with their growth into new markets.”

--more--

Smith holds a bachelor's degree in Business Management from NC State University and has completed the School of Mortgage Banking, Course I from San Francisco State University. His strong drive towards civic sponsorship has resulted in membership and leadership positions with the Mortgage Bankers of the Carolinas (MBAC), North Carolina Association of Mortgage Professionals (NCAMP) and the National Association of Homebuilders (NAHB). Smith currently lives in Cary, NC with his wife Terri and children, Morgan and Wesley.

**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 25 offices covering eastern North Carolina from Currituck to Ocean Isle Beach and Greenville to Hatteras. The Bank also provides Mortgage, Wealth Management, and Insurance Services through the Bank's licensed agents. The Company's common stock is listed on the NYSE Amex under the symbol "ECBE". More information can be obtained by visiting ECB's web site at [www.MyECB.com](http://www.MyECB.com).

###



Gordon Smith  
Vice President  
Triangle Area Regional Manager for Mortgage Services