



PRESS RELEASE

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FOR IMMEDIATE RELEASE

ECB Rewards Customers with Revolutionary Reward Checking Account

ENGELHARD, N.C. – The East Carolina Bank (ECB) has teamed up with BancVue to bring free high interest checking and nationwide ATM fee refunds to eastern North Carolina.

“We are a community bank with great passion for our customers and their financial needs,” said Jim Burson, Chief Revenue Officer for ECB. “With Reward Checking, we now offer customers a cutting-edge account that rewards them with higher interest rates for their commitment to ECB.”

Reward Checking is a checking account with no monthly fees, no minimum balance to maintain, and the opportunity to earn 4.01% Annual Percentage Yield (APY) and nationwide ATM fee refunds (up to \$20 per cycle) when simple criteria are met. Reward Checking was developed by BancVue to support both community banks and account owners by allowing the bank to maximize efficiency and reduce operating expenses with a suite of online solutions, and passing along the savings to the customer.

“When customers use free services such as receiving electronic statements and using debit cards instead of paper checks, this has a huge impact on our bank,” Burson continues. “With Reward Checking, we are rewarding the use of these services and saying thank you to our customers by providing them with a superior product and higher rates.”

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Reward Checking offers customers significant rewards:

- 4.01% APY on account balances between one cent and \$25,000. Portion of balances over \$25,000 earn 1.01% APY.
- Nationwide ATM fee refunds (up to \$20 per cycle).
- No monthly fees and no minimum balance requirements.
- Free online banking and bill pay.

Reward Checking requires a few simple actions each cycle:

- Make 10 debit card purchases (excluding ATM transactions).
- Receive monthly e-Statements instead of paper ones.
- Set up 1 Direct Deposit, or ACH auto debit, or online bill pay.

If the Reward Checking account holder does not meet all the criteria during the cycle, he or she will still enjoy a free checking account, but will not receive the preferred rates of interest or the ATM fee refunds for that time period. However, the account holder will still earn 0.05% APY on their entire checking balance. There is a \$100 minimum balance to open the account, but no minimum balance to maintain and absolutely no service charge for the Reward Checking account. Reward Checking is for personal checking accounts only.

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.MyECB.com.

About BancVue

BancVue, industry-leading product and consulting firm, enables a powerful network of community financial institutions (CFIs) to compete against megabanks and direct banks. BancVue's Real Checking™ product suite provides innovative checking and savings accounts based on extensive consumer research that improve profitability, increase core deposits, and deliver new account holders. Each Real Checking product is implemented with BancVue's turnkey solution, that combines experience driven consultation, technology integration, proven marketing tactics and materials, along with launch support and training.