



For Immediate Release  
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### **NATASHA AUSTIN JOINS YADKIN VALLEY AS MARKETING MANAGER**

ELKIN, NC, July 12, 2011— Yadkin Valley Bank proudly announces the addition of Natasha Austin as their new Assistant Vice President and Marketing Manager. In this new role, she is responsible for coordination and execution of the Bank’s marketing strategy.

Austin comes to Yadkin Valley with relevant marketing background in financial services and in the automotive industry. She began her career at Wachovia Securities and then Merrill Lynch as a Licensed Financial Advisor, working primarily in marketing and branding in both settings. She transitioned to the automotive industry, working for auto auction organizations and Porsche North America, where she was responsible for marketing strategies, advertising, promotions, and branding.

“We are excited to have Natasha on board, and we look forward to her contributions to our team as we focus on matching our customers with our products and services,” said Mark DeMarcus, Yadkin Valley’s Chief Banking Officer.

A lifelong resident of Iredell County, NC, Austin earned a Bachelor of Science degree in business administration from the University of North Carolina at Chapel Hill. She lives in Statesville, NC with her husband and son.

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### **About the Yadkin Valley Financial Family**

Yadkin Valley Financial Corporation is the holding company for Yadkin Valley Bank and Trust Company, a full-service community bank providing services in 37 branches throughout its three regions in North Carolina and South Carolina. The Western Region (formerly Yadkin Valley Bank division and High Country Bank division) serves Avery, Watauga, Ashe, Surry, Wilkes, and Yadkin Counties. The Central Region (formerly Piedmont Bank division and Cardinal State Bank division) serves Durham, Orange, Granville, Iredell and Mecklenburg Counties. The Southern Region (formerly American Community Bank division and the Huntersville and Cornelius branches of the Piedmont division) serves Mecklenburg and Union Counties in North Carolina, and Cherokee and York Counties in South Carolina. The Bank provides mortgage-lending services through its subsidiary, Sidus Financial, LLC, headquartered in Greenville, NC. Securities brokerage services are provided by Main Street Investment Services, Inc., a Bank subsidiary with four offices located in the branch network. Yadkin Valley Financial Corporation's website is [www.yadkinvalleybank.com](http://www.yadkinvalleybank.com). Yadkin Valley shares are traded on NASDAQ under the symbol YAVY.

### **Forward-Looking Statements**

Certain statements in this news release contain "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995, such as statements relating to future plans and expectations, and are thus prospective. Factors that could cause our results to differ materially from those described in the forward-looking statements can be found in our reports (such as Annual Reports on Form 10-K, Quarterly Reports on Form 10-Q and Current Reports on Form 8-K) filed with the SEC and available at the SEC's Internet site ([www.sec.gov](http://www.sec.gov)). All subsequent written and oral forward-looking statements concerning Yadkin Valley or any person acting on its behalf is expressly qualified in its entirety by the cautionary statements above. We do not undertake any obligation to update any forward-looking statement to reflect circumstances or events that occur after the date the forward-looking statements are made.