



For Immediate Release
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YADKIN VALLEY BANK CFO JAN HOLLAR HONORED AS FINALIST IN TRIAD BUSINESS JOURNAL'S 3RD ANNUAL CFO OF THE YEAR AWARDS

ELKIN, NC, August 1, 2011— Jan H. Hollar, Executive Vice President and Chief Financial Officer at Yadkin Valley Bank & Trust, has been recognized as an honoree in *The Triad Business Journal's* third-annual CFO of the Year awards program.

Hollar was selected as a finalist in the Large Company category. In addition to being featured in a July 29 special publication produced by *The Business Journal*, Hollar was recognized at an awards ceremony and reception July 28 at High Point University.

The Business Journal's CFO of the Year program celebrates extraordinary financial executives for their outstanding contributions to their profession, employers and community. The program was sponsored by Dixon Hughes Goodman, First Tennessee and Monaghan Group, along with UNC-Greensboro's Bryan School of Business and Economics as the Nominee Reception sponsor.

Nominations were solicited from across the Triad by *The Business Journal* and through a range of partnerships with business organizations. A panel of judges reviewed each application, evaluated the nominations and selected the honorees. Judges considered nominees'

performance in their jobs, their stature in their industries and their engagement in their communities in selecting the honorees.

A Certified Public Accountant (CPA), Hollar has been the CFO at Yadkin Valley since September 2009. Prior to taking this role, she served in senior management positions at blueharbor bank, Scottish Bank, and First Charter. She lives in Charlotte with her family.

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About Yadkin Valley Financial Corporation

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, Forsyth, 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. 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). 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.