

Press Release: January 27, 2011

FOR IMMEDIATE RELEASE
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FPB FINANCIAL CORP. ANNOUNCES
2010 FINANCIAL RESULTS AND DECLARES DIVIDENDS

Hammond, LA -- FPB Financial Corp. (PINKSHEETS:FPBF), the holding company for Florida Parishes Bank, announced financial results for the fourth quarter and year ended December 31, 2010.

Net income available to common shareholders for the fourth quarter of 2010 increased 34.6% to \$523,000; (\$1.43 diluted available earnings per common share) as compared to the 2009 fourth quarter.

Net income available to common shareholders for 2010 totaled \$1.9 million; (\$5.27 diluted available earnings per common share) up 0.7% from 2009.

Principal items contributing to the Company's improved fourth quarter earnings were a \$217,000 increase from gain on sale of investments, a \$213,000 increase, or 117.0%, in mortgage banking revenue, and a \$131,000 decrease in dividends paid/accretion of discount on preferred stock.

Fourth quarter non-interest expenses increased by \$331,000, or 21.7% due to increases in other expenses and in compensation/employee benefits.

Asset Quality

Non-performing assets at December 31, 2010 decreased \$599,000, or 17.7% to \$2.8 million from \$3.4 million as of September 30, 2010. Non-performing assets on December 31, 2009 totaled \$1.7 million.

Net loan charge-offs for the 2010 fourth quarter totaled \$222,000, or 0.72% (annualized) of average net loans, up from the \$61,000 of net loan charge-offs in the third quarter of 2010. Total net loan charge-offs increased in 2010 to \$553,000, or 0.43% of average net loans up from 2009 net loan charge-offs of \$265,000.

FPB recorded a provision for loan losses for the 2010 fourth quarter of \$295,000 and \$995,000 for the year. The Company's allowance for loan losses was \$2.6 million at December 31, 2010, or 2.07% of average net loans, \$2.6 million at September 30, 2010, and \$2.2 million as of December 31, 2009.

Balance Sheet and Capital

Total assets at December 31, 2010 increased to \$173.7 million, or 5.3%, from \$165.0 million on December 31, 2009, primarily due to a \$19.2 million increase in investments and mortgage-backed securities. Total deposits increased \$10.1 million to \$130.2 million. Non-maturity demand/transaction/saving deposits increased \$7.0 million, or 9.0% in 2010.

Total stockholders equity decreased \$862,000, or 5.5% to \$14.9 million for the twelve month period ending December 31, 2010, due to a \$2.3 million redemption of Series A and Series B Preferred Stock which was partially offset by a \$1.6 million increase in retained earnings. Total tangible common equity increased \$1.4 million, or 10.6% to \$14.9 million, due to the increase in retained earnings.

Our subsidiary, Florida Parishes Bank, is considered "well capitalized" by all applicable federal banking regulations and definitions as of December 31, 2010.

FPB Financial Corp. reported the following for the period ending December 31, 2010, and as compared to December 31, 2009:

- Average Net Interest Margin increased to 4.97% in 2010 from 4.50% in 2009
- Net Interest income increased \$548,000, or 7.6%
- Non- Interest Bearing deposits increased to \$20.8 million, or 1.6%
- Non-maturity deposits increased \$7.0 million, or 9.0%
- Total Assets increased \$8.7 million to \$173.7 million, or 5.3%
- Tangible Common Stockholders' Equity increased \$1.4 million, or 10.4%
- Tangible Common Book Value per share increased to \$40.67, or 10.2%
- Allowance for Loan Losses increased to \$2.6 million

FPB Financial Corp. is headquartered in Hammond, LA and is the parent company of Florida Parishes Bank. The Company's common stock is traded under the "FPBF" symbol.

This news release contains certain forward-looking statements, including statements about the financial condition, results of operations and earnings outlook for FPB Financial Corp. and its subsidiaries. Forward-looking statements can be identified by the fact that they do not relate strictly to historical or current facts. They often include words such as "believe," "expect," "anticipate," "estimate" and "intend" or future or conditional verbs such as "will," "would," "should," "could" or "may." Forward-looking statements, by their nature, are subject to risks and uncertainties. A number of factors, many of which are beyond the Company's control, could cause actual conditions, events or results to differ significantly from those described in the forward-looking statements. These factors include, among others, the following: general economic conditions, changes in interest rates, deposit flows, the cost of funds, changes in credit quality, interest rate risks associated with the Company's business and operations and the adequacy of our allowance for loan losses. Other factors include changes in our loan portfolio, changes in competition, fiscal and monetary policies and legislation and regulatory changes. We undertake no obligation to update any forward-looking statements.

FPB Financial Corp.

<u>Selected Balances</u>	<u>Dec 31, 2010</u> (Unaudited)	<u>Sept 30, 2010</u> (Unaudited)	<u>Dec 31, 2009</u> (Audited)
Cash and Cash Equivalents	\$9,240,645	\$14,905,312	\$ 8,090,847
Investment and Mortgaged-backed Securities	34,306,686	19,576,218	15,127,014
Net Loans	119,226,316	129,279,354	131,593,330
Other Real Estate Owned (OREO)	1,526,432	780,000	156,828
Non-Performing Assets (Includes OREO)	2,782,561	3,382,282	1,668,415
Allowance for Loan Losses	2,574,346	2,557,660	2,190,038
Total Assets	173,746,584	173,846,280	164,992,978
Non-Interest Bearing Deposits	20,829,844	20,685,754	20,507,645
Interest-Bearing Deposits	109,378,780	109,092,755	99,630,720
Non-Maturity Deposits (Included in interest and non-interest bearing deposits)	84,975,598	84,246,936	77,963,065
Brokered Deposits (Included in interest-bearing deposits)	7,500,064	6,155,733	5,329,588
FHLB Advances	24,752,506	25,372,851	25,131,440
Subordinated Debentures/Trust Preferred Securities	3,093,000	3,093,000	3,093,000
Tangible Common Stockholders' Equity (Includes other comprehensive income (OCI))	14,947,649	14,730,768	13,510,822

CONSOLIDATED STATEMENTS OF EARNINGS

	For the Three Months Ended			For the Twelve Months Ended	
	Dec 31, 2010 (Unaudited)	Sept 30, 2010 (Unaudited)	Dec 31, 2009 (Unaudited)	Dec 31, 2010 (Unaudited)	Dec 31, 2009 (Audited)
INTEREST INCOME:					
Mortgage Loans	\$2,065,824	\$2,119,298	\$1,995,744	\$8,398,969	\$7,854,686
Consumer Loans	209,660	210,359	286,052	836,759	1,225,358
Commercial Loans	69,584	70,784	63,914	264,862	252,979
Consumer & Commercial Lines of Credit	36,435	39,812	111,184	150,240	403,278
FHLB stock and other Investment Securities/Deposits	70,109	60,333	51,656	250,284	215,657
Mortgage-backed securities	<u>47,810</u>	<u>50,053</u>	<u>82,699</u>	<u>222,956</u>	<u>457,985</u>
TOTAL INTEREST INCOME	<u>2,499,422</u>	<u>2,550,639</u>	<u>2,591,249</u>	<u>10,124,070</u>	<u>10,409,943</u>
INTEREST EXPENSE:					
Deposits	346,421	365,102	447,026	1,472,691	2,069,812
Federal Home Loan Bank Advances	164,683	174,642	199,347	738,460	958,080
Subordinated Debentures/Trust Preferred Securities	<u>26,500</u>	<u>28,749</u>	<u>26,451</u>	<u>107,913</u>	<u>125,237</u>
TOTAL INTEREST EXPENSE	<u>537,604</u>	<u>568,493</u>	<u>672,824</u>	<u>2,319,064</u>	<u>3,153,129</u>
NET INTEREST INCOME	1,961,818	1,982,146	1,918,425	7,805,006	7,256,814
Provisions for loan losses	<u>295,000</u>	<u>360,000</u>	<u>260,000</u>	<u>995,000</u>	<u>725,000</u>
NET INTEREST INCOME AFTER PROVISION FOR LOAN LOSSES	<u>1,666,818</u>	<u>1,622,146</u>	<u>1,658,425</u>	<u>6,810,006</u>	<u>6,531,814</u>
NON-INTEREST INCOME					
Mortgage Banking	394,581	456,356	181,809	1,228,188	731,456
Service charge on deposits	225,137	248,839	251,854	940,398	923,197
Gain/(Loss) on Sale of Real Estate/Investments	224,094	17,374	7,161	325,411	725,174
Interchange Fees	85,723	83,121	71,791	317,454	279,593
Loan Fees and Charges	32,646	35,189	38,798	125,621	138,258
Gain/(Loss) on Investment Trading Accounts	(23,637)	(3,123)	(7,959)	12,967	78,790
Investment Impairment Charge	0	0	0	0	(169,923)
Other	<u>17,182</u>	<u>29,262</u>	<u>35,190</u>	<u>109,070</u>	<u>217,712</u>
TOTAL NON-INTEREST INCOME	<u>955,726</u>	<u>867,018</u>	<u>578,644</u>	<u>3,059,109</u>	<u>2,924,257</u>
NON-INTEREST EXPENSE					
Compensation and Employee Benefits	1,036,301	1,016,409	878,997	3,797,819	3,457,440
Occupancy, Property Taxes, and Equipment	190,185	199,114	233,639	755,659	773,108
Technology and Information Processing	151,626	143,940	142,238	566,401	461,387
Federal Deposit Insurance, Supervisory Fees/Taxes	123,272	90,015	72,588	387,000	454,184

Professional Fees	17,569	102,141	63,654	258,421	223,538
Other	<u>334,988</u>	<u>308,448</u>	<u>131,758</u>	<u>1,078,477</u>	<u>851,549</u>
TOTAL NON-INTEREST EXPENSE	<u>1,853,941</u>	<u>1,860,067</u>	<u>1,522,874</u>	<u>6,843,777</u>	<u>6,221,206</u>
INCOME BEFORE INCOME TAXES	768,603	629,097	714,195	3,025,338	3,234,865
Income Tax Expense (Benefit)	<u>245,121</u>	<u>190,109</u>	<u>193,945</u>	<u>927,190</u>	<u>1,096,498</u>
NET INCOME	523,482	438,988	520,250	2,098,148	2,138,367
Dividends Paid to Preferred Shareholders	0	0	48,451	74,190	147,532
Accretion of Discount on Preferred Stock	<u>0</u>	<u>0</u>	<u>82,955</u>	<u>102,671</u>	<u>82,955</u>
Net Income Available to Common Shareholders	<u>\$523,482</u>	<u>\$438,988</u>	<u>\$388,844</u>	<u>\$1,921,287</u>	<u>\$1,907,880</u>
<u>PER COMMON SHARE DATA:</u>					
Available Earnings	\$1.44	\$1.22	\$1.08	\$5.29	\$5.42
Diluted Available Earnings	\$1.43	\$1.20	\$1.07	\$5.27	\$5.39
Dividends Paid	\$0.36	\$0.14	\$0.36	\$0.78	\$0.78
Tangible Book Value (Period End)	\$40.67	\$40.11	\$36.90	\$40.67	\$36.90
<u>RATIOS:</u>					
Net Income to Average Assets (Annualized)	1.19%	1.01%	1.21%	1.22%	1.22%
Net Income to Average Total Stockholders' Equity (Annualized)	13.94%	11.90%	12.63%	13.58%	13.95%
Net Interest Margin (Average) for the period	4.85%	4.98%	4.92%	4.97%	4.50%
Non-Interest Expense less Non-Interest Income to Average Assets (Annualized)	2.04%	2.27%	2.19%	2.21%	1.88%
Efficiency Ratio	63.54%	65.28%	60.99%	62.99%	61.11%
Net Loan Charge-Off/(Recoveries) to Average Net Loans	\$221,713 0.18%	\$60,529 0.05%	\$120,090 0.09%	\$552,663 0.43%	\$264,631 0.20%
Troubled Debt Restructured (Performing) to Average Net Loans	\$3,257,876 2.62%	\$2,129,029 1.63%	\$2,363,557 1.75%	\$3,257,876 2.52%	\$2,363,557 1.77%
Non-Performing Assets to Average Total Assets	\$2,782,561 1.59%	\$3,382,282 1.95%	\$1,668,415 0.98%	\$2,782,561 1.62%	\$1,668,415 0.95%
Allowance for Loan Losses to Average Net Loans	\$2,574,346 2.07%	\$2,557,660 1.96%	\$2,190,038 1.63%	\$2,574,346 2.00%	\$2,190,038 1.64%
to Non-Performing Assets	92.52%	75.62%	131.26%	92.52%	131.26%

CONSOLIDATED STATEMENTS OF CONDITION

	Dec 31, 2010 (Unaudited)	Sept 30, 2010 (Unaudited)	Dec 31, 2009 (Audited)
<u>ASSETS:</u>			
Cash and Cash Equivalents	\$9,240,645	\$14,905,312	\$8,090,847
Investment and Mortgage-Backed Securities	34,306,686	19,576,218	15,127,014
Net Loans	119,226,316	129,279,354	131,593,330
Premises and Equipment, Net	7,645,628	7,696,355	8,695,535

Other Real Estate Owned	1,526,432	780,000	156,828
Other Assets	<u>1,800,877</u>	<u>1,609,041</u>	<u>1,329,424</u>
TOTAL ASSETS	<u>\$173,746,584</u>	<u>\$173,846,280</u>	<u>\$164,992,978</u>
<u>LIABILITIES:</u>			
Deposits	130,208,374	129,778,509	120,138,365
Federal Home Loan Bank Advances	24,752,506	25,372,851	25,131,440
Subordinated debentures/trust preferred securities	3,093,000	3,093,000	3,093,000
Other Liabilities	<u>745,055</u>	<u>871,152</u>	<u>820,022</u>
TOTAL LIABILITIES	<u>\$158,798,935</u>	<u>\$159,115,512</u>	<u>\$149,182,827</u>
<u>STOCKHOLDERS' EQUITY:</u>			
Common Stock	\$4,284	\$4,283	\$4,271
Capital Surplus	6,258,068	6,244,738	6,228,300
Retained Earnings	9,892,612	9,500,098	8,255,116
Unearned Compensation	(45,581)	(57,978)	(60,936)
Treasury Stock	(1,227,321)	(1,227,321)	(1,227,321)
Other Comprehensive Income (Loss)	<u>65,587</u>	<u>266,948</u>	<u>311,392</u>
Total Tangible Common Stockholders' Equity	14,947,649	14,730,768	13,510,822
Total Preferred Stockholders' Equity	<u>0</u>	<u>0</u>	<u>2,299,329</u>
Total Stockholders' Equity	<u>14,947,649</u>	<u>14,730,768</u>	<u>15,810,151</u>
TOTAL LIABILITIES AND STOCKHOLDERS' EQUITY	<u>\$173,746,584</u>	<u>\$173,846,280</u>	<u>\$164,992,978</u>

Fritz W. Anderson II, Chairman of the Board announced today that "On January 13, 2011, the Board of Directors of FPB Financial Corp. declared a cash dividend on the common stock of the company bearing Cusip #302549 10 0. The dividend rate increased to \$0.15 per share and will be paid on March 25, 2011 to stockholders of record at the close of business on March 10, 2011."