

FOR IMMEDIATE RELEASE

Southern Community's Annual Report Receives International Recognition

The Bank Takes Home 9th Consecutive Award

(WINSTON-SALEM, NC, August 4, 2011) – Southern Community Financial Corporation's 2010 annual report has won a Bronze Vision Award from the League of American Communications Professionals (LACP). This is the ninth consecutive year that the bank's annual report has been a winner in this international competition. All nine annual reports were developed in conjunction with The Bloom Agency of Winston-Salem. The 2010 annual report can be viewed online at <http://www.smallenoughtocare.com/pdf/2010AnnualReport.pdf>.

Southern Community's 2010 annual report was one of over 5,000 entries submitted from 24 countries. Less than one out of five entries received award-level recognition. In rating Southern Community's annual report "superb," judges gave the report high marks for narrative content, message clarity and information accessibility.

Titled "Together," the report reinforces the strong personal relationships Southern Community builds with each of its customers. The report also demonstrates how, especially during challenging times, the bank's core values of service to customers and local communities form the foundation of shared future success.

"This year's annual report captures the relationship of trust we value and encourage with all our stakeholders," said F. Scott Bauer, Southern Community's Chairman and CEO. "We have had some challenges during the past year, but we are determined to do what is right by our customers. We are in this 'together,' and we will get through it 'together.' The bank remains sound, and we are more optimistic about the future than ever."

The Vision Awards recognize outstanding annual reports from around the world that have been produced for the most recent fiscal year. Entries are judged in peer-level competition classes by an expert panel of judges who possess strong critical evaluation skills and provide extensive metrics that help entrants understand where an entry excels or could use improvement.

Information on all 2010 Vision Award winners can be viewed here:

<http://www.lacp.com/2010vision/thumbnails.htm>.

Southern Community Financial Corporation is headquartered in Winston-Salem, North Carolina and is the holding company of Southern Community Bank and Trust, a community bank, with 22 banking offices throughout North Carolina. Southern Community Financial Corporation's common stock and trust preferred securities are listed on the NASDAQ Global

Select under the trading symbols SCMF and SCMFO, respectively. Additional information about Southern Community is available on its website at www.smallenoughtocare.com.

The Bloom Agency, located at 939A Burke Street in Winston-Salem, was established in 2000 with the mission of providing clients with more comprehensive services than are typically offered by marketing, advertising and public relations agencies. The agency functions as a full-service marketing department for regional and national clients. www.thebloomagency.com

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