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FIRST BANK

FIRST BANK ANNOUNCES FOURTH NONPROFIT PARTNER FOR “DREAM IT. DO IT.” CAMPAIGN

SOUTHERN PINES, N.C. (Jan. 16, 2017) – First Bank has selected Northern Moore Family Resource Center (NMFRC) as its final nonprofit partner for the bank’s “Dream It. Do It.” campaign.

NMFRC works to provide resources for families in northern Moore County to develop healthy children and thriving communities. Its programs include HOPE (Harnessing Opportunity—Promoting Education) Academy preschool, which has more than tripled access to early childhood education, as well as working with the Town of Robbins on economic and community development initiatives like helping to improve access to affordable housing. It also provides free tax preparation to families in northern Moore County.

The largest community bank headquartered in North Carolina, First Bank launched the “Dream It. Do It.” campaign in April 2017. The yearlong campaign will award up to \$100,000 to deserving individuals in the Carolinas to help them achieve their dreams. First Bank has already contributed \$50,000 to help fulfill the dreams of four families in North Carolina and South Carolina.

Contest winners are selected by a committee of First Bank employees and representatives from the quarterly nonprofit partner. Previously First Bank has worked with Mountain BizWorks of Asheville, North Carolina, Kids Making It of Wilmington, North Carolina, and Community Housing Solutions of Greensboro, North Carolina.

“First Bank has a strong reputation in Moore County as a bank that cares about the community. We’re grateful for the opportunity to partner with them on the ‘Dream It. Do It.’ campaign,” said Clare Ruggles, executive director of NMFRC. “Every day, we strive to empower families to make their dreams come true, so this campaign truly aligns with our mission and we’re excited to be part of it.”

First Bank will donate \$10,000 to NMFRC for its participation in the “Dream It. Do It.” campaign.

“Through the ‘Dream It. Do It.’ campaign we have received hundreds of inspiring stories from around North and South Carolina. It has truly been a humbling experience to have so many people share their needs, hopes and dreams with us,” said Michael Mayer, First Bank president and CEO. “The work of Northern Moore Family Resource Center has a profound impact on families, and we’re excited to continue making dreams come true with them during the final three months of this campaign.”

The “Dream It. Do It.” contest is open to all individuals who live in North Carolina or South Carolina, and individuals can either nominate themselves or someone else. For official contest rules or to submit an entry, visit any First Bank location or www.localfirstbank.com/dreamitdoit.

About First Bancorp

First Bancorp is the holding company for First Bank and is headquartered in Southern Pines, North Carolina, with total assets of approximately \$5.4 billion. Its principal activity is the ownership and operation of First Bank, a state-chartered community bank that operates 104 bank branches in North Carolina and South Carolina. Since 1935, First Bank has taken a tailored approach to banking, combining

best-in-class financial solutions, helpful local expertise, and technology to manage a home or business. First Bancorp's common stock is traded on the NASDAQ Global Select Market under the symbol "FBNC." In 2017, Yahoo! recognized First Bank as the second best performing bank stock in the United States. Visit our website at www.LocalFirstBank.com. Member FDIC, Equal Housing Lender.

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