FOR IMMEDIATE RELEASE

NEWS RELEASE

For more information, contact:
Laurie Yorkilous, director of marketing
Shore Bancshares, Inc.
410-763-6994
laurie.yorkilous@shbi.com

(EASTON, MD – December 12, 2011)

CUTLINE: "Avon-Dixon Agency announces new President and CEO

Pictured: Richard C. Trippe, Jr., President and CEO, The Avon-Dixon Agency

Avon-Dixon Agency announces new President and CEO

The Avon-Dixon Agency, a member of Shore Bancshares, Inc. family of companies, is pleased to announce that Richard C. Trippe, Jr has joined The Avon-Dixon Agency as President and CEO, effective January 1, 2012. Mr. Trippe succeeds CEO, Terry Mead, who has been instrumental in expanding the agency during his six year tenure. Mr. Mead will remain with the agency in a consulting role.

Mr. Trippe has an extensive twenty-five year background in the insurance industry having managed every aspect of the business including sales, customer service, underwriting and training Most recently he served as Branch Manager for the rapidly growing local Excess and Surplus

Lines office of Burns and Wilcox, covering a territory that included Maryland, Washington, DC, Virginia, West Virginia, Delaware and the Northeast. Mr. Trippe's primary source of experience was with The Hartford Insurance Group, where he began his career in 1986.

Mr. Trippe, who was born and raised in Easton and is a 1981 graduate of Easton High School, attended St. Mary's College of Maryland, graduating in 1985 with a Bachelor of Arts in Economics, Magna Cum Laude.

"I am very excited to return to the Eastern Shore and to my roots. Not only do my family origins in America date back to the late 1600's in Dorchester and Talbot Counties, but my work experience began in the 1970's under the guidance of Ron and Carl Nevius of Nevius Hardware in Easton. And my insurance experience began during a college internship in 1985 with Freestate and Son Insurance in Centreville, now an affiliate of Avon-Dixon." comments Rich Trippe. "Of course, there have been many changes, over the years, as both the area and Avon-Dixon have grown. Being able to return to the Eastern Shore and lead the growth of The Avon-Dixon Agency, its affiliates and Shore Bancshares in this dynamic region is exciting and important to me. We will always be committed to providing the very best insurance protection and service for our clients."

"Shore Bancshares is pleased to have found someone as experienced and capable as Rich to lead our retail insurance businesses. The insurance business is a very important segment for Shore Bancshares. Not only is the revenue a significant part of our total revenues but we believe it is essential that we continue to provide our customers a full range of financial services. We are confident that Rich will not only continue the long history of excellent service at Avon Dixon but also expand and grow the agency in new areas," says Scott Beatty, President and COO, Shore Bancshares, Inc.

Mr. Trippe and his wife, Beth, have purchased a house in Easton and will be moving into their home in January. They have two children. Their daughter, Abbie, entered the U.S. Naval Academy this fall and his son, Rick, is a senior at the University of Maryland. Rich and his wife are both very committed to community work and look forward to transferring their talents and energies back to the Eastern Shore.

Avon-Dixon is an independent, full service insurance agency operating continuously since 1850, offering personal, business, individual life and health insurance, and group employee benefits. The agency has several locations in Maryland, in addition to their primary office on Harrison Street in Easton. Other locations include Freestate & Son in Centreville, Jack Martin & Associates Yacht Insurance in Annapolis and Elliott Wilson Insurance located in Easton, Maryland.

# # # # #