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Press Release

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FOR IMMEDIATE RELEASE
9 A.M. EDT, May 1, 2009

FFFS Offers Services to NFL Players

TALLAHASSEE, FL, MAY 1, 2009: First Franklin is continuing to separate itself from other financial services firms in Tallahassee. Branch Manager Brett Ewing, now offers a complete array of financial tools specific to NFL athletes as well as prospective athletes.

As a registered investment advisor of the National Football League Player's Association, he is committed to assisting players in preserving the wealth they earn by providing ethical, competent, and qualified service.

Mr. Ewing stated that he is excited to be able to offer his expertise to a realm of clientele that is often misrepresented. When asked how this type of investment strategy differs from what he currently uses with his pre-retirees and retirees, he replied, "With the average career length of an NFL athlete only lasting about three years, they need to be conservative from the beginning. Chances are their salary as a professional athlete will be the most they make, which means capital preservation is vital. The strategy of conservative investing is the same. The degree of difficulty is in the limited years in working at that income level and then making the money last as we assist them in their transition from the field to another comparable income stream. As an independent advisor, I have the necessary tools and resources to effectively and efficiently manage each class of investor."

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