

CREDIT UNION REPRESENTATIVE RECOGNIZED FOR OUTSTANDING PERFORMANCE IN INVESTMENT SERVICES DURING 2008

February 19, 2009 (Jacksonville, Fla.)—Community First Credit Union of Florida announced today that Mark Fitzmorris, a registered representative affiliated with broker-dealer and Registered Investment Adviser CUSO Financial Services, LP (CFS) achieved Gold Pacesetter status in 2008. The award honors the top producing registered representatives among CFS' 100-plus credit union programs.

Fitzmorris was credited with generating significant revenue while providing high quality financial and retirement planning services to Community First members. He has served the credit union membership for five years.

"We are extremely proud of Mr. Fitzmorris' accomplishment and the outstanding service he has provided to our members over the years," said Community First Investment Services Director, Mark Dennis. "His knowledge, experience and commitment to member service are examples and an inspiration to all of us who strive for excellence in our profession."

The annual awards are presented by CFS as a way to recognize top registered representatives for their dedication to high standards, commitment to superior service and outstanding performance in delivering investment services to members.

In addition to financial planning and investment services, Community First also offers consumer, home and auto loans, deposit services and online banking services.

Investment products are offered by CUSO Financial Services, L.P. (Member FINRA/SIPC) and are not NCUA/NCUSIF insured, not credit union guaranteed, and may lose value. Community First Credit Union of Florida is a state-chartered credit union based in Jacksonville serving anyone who lives or works in Baker, Clay, Duval, Flagler, Nassau, Putnam and St. Johns counties. Community First is one of the 10 largest credit unions in the state, serving over 100,000 members and with assets exceeding \$1 billion. Community First has 19 locations and nearly 300 employees. The credit union was named one of Jacksonville Magazine's Top 25 Companies that Care in 2008, the best places to work in Northeast Florida by the Jacksonville Business Journal in 2007 and

Credit Union Times named it the 11th best credit union nationwide for its value to customers. A not-for-profit, Community First is a full-service financial institution offering banking, loans, mortgages and investments for consumers and businesses throughout the First Coast. For more information about Community First, visit www.CommunityFirstFL.org, call 904.354.8537 or 800.342.8416.