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## Transaction Announcement

### **Curtis Financial Group advises Prestige Community Bank in connection with merger with First Priority Financial Corp.**

PHILADELPHIA, PA, February 12, 2008 – Curtis Financial Group, LLC an investment banking firm specializing in advising middle market businesses, announced that Prestige Community Bank, Newtown, PA agreed to merge with First Priority Financial Corp.

First Priority Bank opened for business in January, 2006 and has two full-service banking offices, one at its headquarters in Malvern, Chester County and one in Wyomissing, Berks County. At September 30, 2007, FPFC had consolidated loans, deposits and total assets of \$89.0 million, \$106.3 million and \$125.9 million, respectively.

Prestige Community recently completed its initial capital offering and commenced operations in Newtown, Bucks County. The acquisition benefits Prestige by accelerating the often slow process that de novo banks go through in the development of their business model and achieving profitability.

Curtis Financial provided a fairness opinion to the Board of Directors of Prestige Community Bank in connection with the transaction. Knowledge of and experience with the banking industry enabled Curtis to develop its opinion in a timely manner and provide useful transaction insights to the Prestige Board of Directors. Rhoads & Sinon served as legal counsel to Prestige and Stevens & Lee represented First Priority.

**Curtis Financial Group, LLC** advises middle market companies on mergers, acquisitions, divestitures, raising capital, and provides fairness opinions, business valuations, and related corporate finance services. Our financial services group has completed approximately 40 engagements in the past three years, serving banks, insurance companies, asset managers and insurance agents. According to SNL Securities, Curtis ranks 4th in the U.S. for financial services (banking and insurance) advisory assignments in the mid-Atlantic region since January 1, 2005. Overall, our professionals have completed merger and acquisitions with over \$1.6 billion in transaction value, financing transactions of over \$1 billion, and over 150 fairness opinions and 1,500 valuations.

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