



FOR IMMEDIATE RELEASE

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Curtis Financial Group, LLC

Curtis to Address The Willow Financial Bank Executive Forum

Philadelphia, PA – April 30, 2008 -- Curtis Financial Group's President, Kevin Rudd and Managing Director Tony Latini will discuss current M&A trends and the steps business owners can take to improve value in the current environment. The seminar is sponsored by Willow Financial Bank and will be held June 5, 2008 at the Philadelphia Country Club. More information about the seminar is listed below:

The Willow Financial Bank
Executive Forum
Thursday, June 5, 2008
Philadelphia Country Club
Gladwyne, PA

Keynote Speakers:

Phil Stein, President, Stein Seal Company
Joseph Viscuso, VP, Stantech Consulting
Joseph Hawke, Partner, Hawke Capital
Brad Clason, Partner, W. Brad Clason & Associates
Douglas Dolan, Executive Director, BCHS/Mercer Museum

Please RSVP to Marybeth Schwanger At Willow Financial Bank by e-mail or phone.

E-Mail: MSchwanger@wfbonline.com or

Phone: 610-995-1803

Please invite a friend to the Executive Forum on 6-5-08.



The keynote speakers will be providing their personal perspectives on identifying, evaluating, balancing and monitoring investment opportunities during these turbulent times.

Breakout Session Presenters and Topics

Kevin Rudd, President, Curtis Financial Group, LLC

If your business is your primary asset, what steps can be taken to improve its value in these turbulent times?

Kevin Ryan, Partner, Montgomery McCracken

Trust and tax strategies to enhance your ultimate returns

Kirk Loury, Chief Investment Officer, EMD Concord Investment Partners

Allocation and Diversification Strategies

James Clark, Partner, Clark Bennett

The importance of liquidity in these turbulent times

About Curtis Financial Group, LLC

Curtis Financial Group, LLC is an investment banking firm based in Philadelphia, PA that advises middle market companies on mergers, acquisitions, divestitures, raising capital, and provides fairness opinions, business valuations, and related corporate finance advisory services. 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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