
Transaction Announcement

Curtis Securities, LLC advises First Keystone Corporation in connection with its acquisition of Pocono Community Bank.

PHILADELPHIA, PA, November, 2007 – Curtis Securities, LLC, an investment banking firm specializing in advising middle market businesses, announced that First Keystone Corp. (OTCBB: FKYS), the parent company of First Keystone National Bank in Berwick, PA, acquired Pocono Community Bank of Stroudsburg, PA in a cash and stock transaction valued at approximately \$33 million. First Keystone had total assets of \$524 million and Pocono Community Bank had total assets of \$134 million.

The acquisition provides for First Keystone's expansion into Monroe County, one of the fastest growing counties in the Mid-Atlantic region. In addition, the transaction allows for Pocono to better serve its customers, employees, shareholders and community through a strategic combination with a partner having a similar philosophy and business model.



Curtis Securities served as First Keystone Corporation's exclusive financial advisor in connection with this transaction, assisting in structuring and negotiating the terms of the transaction. Curtis also issued a fairness opinion to the First Keystone board of directors. Bybel, Rutledge served as legal counsel to First Keystone while Boenning & Scattergood represented Pocono Community Bank and Saidis Flower & Lindsay served as legal counsel.

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/brokers. According to data provided by SNL Securities, Curtis ranked 4th in the U.S. for financial services advisory assignments (banking and insurance) in the mid-Atlantic region since January 1, 2005. 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. www.curtisfinancial.com

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