



FIRST FINANCIAL
NETWORK

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PRESS RELEASE

For Immediate Release

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Mark Hall Joins First Financial Network as Senior Financial Analyst

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Former Goldman Sachs VP to Help Further Firm's Dominance in the Loan Sales Advisory Arena

Oklahoma City – June 17, 2009 - First Financial Network (FFN), the nation's leading full-service financial and loan sale advisor, today announced the addition of Mark Hall to its talented Oklahoma City team as Senior Financial Analyst. Bliss Morris, FFN's President and Chief Executive Officer, made the announcement.

"Mark joining our team of talented professionals is yet another step to further strengthening our position as the leader in the loan sales advisory business," said Ms. Morris. "He perfectly complements our core team and brings unsurpassed experience in commercial mortgage assets and financial analysis having held positions at some of the most prestigious financial corporations in the nation."

In his new role at FFN Mr. Hall will be responsible for directing the underwriting, analysis and valuation of various loan portfolios. He will also assist in the development of new pricing models and tools to aid in the projection of market value for various asset classes.

"I am thrilled to have this opportunity to work with the top professionals in this industry," notes Mr. Hall. "Over the past 20 years, FFN has carved out a name in loan sale advisory services synonymous with innovation and success. I look forward to helping further enhance the company's reputation and dominance for the next two decades."

Prior to joining FFN, Mr. Hall served as a Vice President of the Special Situations Group at Goldman Sachs. In that capacity his responsibilities included sourcing investment opportunities for the proprietary principal investing group, creating investment strategies

that included direct lending to middle market companies and non-control private equity, and acquisitions of portfolios of distressed assets.

Before his tenure with Goldman Sachs, Mr. Hall was an Investment Analyst at Cyrus Capital Partners LP, where he managed a credit-focused hedge fund with \$2.0 billion of equity. He also created investment strategies for long/short credit and leveraged equities, and oversaw capital structure arbitrage, distressed investing, and direct Investing.

“Mark’s capital markets experience will undoubtedly enhance FFN’s ability to serve both the public and private sector to improve liquidity,” said Ms. Morris. “Mark will also assist FFN in determining appropriate exit strategies, in both whole-loan sale or structured-loan transactions.”

Mr. Hall received his Bachelor of Arts from Harvard College. He also studied at Kings College in London.

About First Financial Network

Since its founding in 1989, FFN has defined the loan sale industry, selling billions of dollars in loans and other assets in 28 countries. The nation’s leading provider of financial and loan sale advisory services, FFN currently serves more top 25 banking institutions than any other firm in the nation. In addition, the company is a preferred loan sale advisor for agencies of the Federal government, major foreign banks and other lenders. The company’s online Loan Trading Platform and Metrics an integrated transaction management system, are used in conjunction with exceptional marketing techniques to achieve optimal value in today’s secondary market. For further information, call 405.748.4100 or visit www.firstfinancialnet.com.

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