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For Immediate Release

P R E S S R E L E A S E

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**First Financial Network, Inc. Announces \$455 Million
FDIC Agricultural Loan Portfolio Offering**

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New Frontier Bank Loans Up for Sale

Oklahoma City, OK – July 20, 2009 – First Financial Network, Inc., the nation's leading financial and loan sale advisor, announced today, the offering of a \$455 million agricultural loan portfolio. The portfolio is being marketed on behalf of the Federal Deposit Insurance Corporation (FDIC) and includes agricultural loans from the recently failed New Frontier Bank in Greeley, Colorado for which the FDIC is acting as Receiver.

First Financial Network will market and manage all facets of the sale to bid on August 18, 2009. The performing and non-performing loans will be stratified into pools according to collateral type, performance and location. Collateral types securing the loans include dairy, feedlot, farmland and livestock and are predominantly located in Colorado, Texas and Florida. Due diligence materials will be available to qualified bidders beginning July 20, 2009 on First Financial Network's Loan Trading Platform at www.firstfinancialnet.com.

Bliss Morris, President and CEO of First Financial Network, said, "We look forward to marketing New Frontier Bank's agricultural assets on behalf of our long-time client, FDIC. Our end-to-end sale advisory services continue to achieve outstanding results for both public and private financial institutions and we are confident that this offering will garner significant secondary market interest."

First Financial Network will initiate a highly targeted marketing campaign aimed at procuring sophisticated purchasers in order to obtain maximum value on the portfolio. The company will utilize its industry-leading, online Loan Trading Platform to provide qualified investors with immediate access to due diligence information and the opportunity to place bids. For additional details regarding the offering, please call 405.748.4100 or visit www.firstfinancialnet.com.

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 loan sale advisory services, FFN currently serves more top 25 banking institutions than any other firm in the nation. In addition, the company serves as 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.