

INVESTMENT SERVICES REPRESENTATIVE AT CREDIT UNION RECOGNIZED FOR OUTSTANDING PERFORMANCE IN INVESTMENT SERVICES

November 23, 2010, Jacksonville, FL – Community First Credit Union of Florida recently announced that Mark Fitzmorris, a registered representative affiliated with broker-dealer and Registered Investment Adviser CUSO Financial Services, LP (CFS) received the CFS' 2009 **Gold** Pacesetter Award at the CFS "Break On Through 2010" Annual Conference, held recently in San Diego, CA.

The award honors the top producing registered representatives among CFS' 130-plus credit union programs.

Fitzmorris was credited with generating significant revenue while providing high quality financial and retirement planning services to Community First Credit Union members. He has served the credit union membership for 6 years and serves the Downtown, Fleming Island, Orange Park, St. Johns and Westside branches as a Financial Advisor.

"We are extremely proud of Mark's accomplishment and the outstanding service he has provided to our members over the years," said CEO John Hirabayashi. "His knowledge, experience and commitment to member service demonstrate the highest level of excellence in his profession."

The annual awards are presented by CFS as a way to recognize top registered representatives for their dedication to high standards, commitment to superior service and outstanding performance in delivering investment services to members.

In addition to financial planning and investment services, Community First Credit Union of Florida also offers consumer, home and auto loans, deposit services and online banking services. For more information about a branch near you, visit www.CommunityFirstFL.org.

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About Community First Credit Union

Community First Credit Union of Florida is a not-for-profit, state-chartered credit union based in Jacksonville serving anyone who lives or works in Baker, Clay, Duval, Flagler, Nassau, Putnam and St. Johns counties. Community First serves over 104,000 members and has assets exceeding \$1 billion. Community First has 16 branch locations and over 300 employees offering banking, loans, mortgages and investments for consumers and businesses throughout the First Coast. For more information, visit www.CommunityFirstFL.org, call (904) 354-8537 or (800)342-8416.

About CUSO Financial Services, L.P.

Established in 1997, CUSO Financial Services, L.P. (Member FINRA/SIPC) is headquartered in San Diego and has more than 130 credit union users, including 26 of the top 100 credit unions in the country. With branch offices located nationwide, and more than 350 licensed representatives, CFS is a full-service broker/dealer and SEC Registered Investment Adviser offering customized investment and insurance solutions to credit unions. For more information, call 858-530-4400 or visit www.cusonet.com.

*Non-deposit investment products and services are offered through CUSO Financial Services, L.P. ("CFS"), a registered broker-dealer (Member FINRA/SIPC) and SEC Registered Investment Advisor. Products offered through CFS are not NCUA/NCUSIF or otherwise federally insured, are not guarantees or obligations of the credit union, and may involve investment risk including possible loss of principal. Investment Representatives are registered through CFS. Community First Credit Union of Florida has contracted with CFS to make non-deposit investment products and services available to credit union members.