



Ambassador Financial Group, Inc.

NEWS RELEASE
For Immediate Release

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AMBASSADOR FINANCIAL GROUP, INC. ADDS MANAGING DIRECTOR

Lehigh Valley, PA (February 18, 2010) - Ambassador Financial Group, Inc., an Allentown, PA based FINRA-licensed broker/dealer, has announced it has taken the next step of its expansion plans. Realizing significant growth over the first three years of operation, Ambassador is pleased to announce the addition of James R. Gillen as Managing Director of Business Development. Mr. Gillen, who joined the firm on February 16th, has 25 years of experience in the financial services industry.

Most recently, Gillen served as President and Chief Executive Officer of Huntingdon Valley Bank, headquartered in Huntingdon Valley, PA. Mr. Gillen's career offers a unique blend of regulatory, investment banking, advisory, and hands on banking experience. Over the past ten years, Jim has played a significant role in helping other companies expand in the community bank space. His extensive financial services background has enabled him to develop strong rapport with senior management teams around the country, and work closely with his clients to improve overall performance.

Matthew Resch, Managing Director of Ambassador noted, "Jim brings a record of accomplishment, and a passion for banking that fits well with our approach to our clients. His extensive contacts and experience complement the Ambassador model and serve both existing and prospective clients well."

Managing Director Robert J. Pachence, Jr. added, "Most of our clients seek a value added relationship with their partners, and Jim's background enables him to leverage an extensive and broad banking career. We are excited to have someone with Jim's executive background as an integral part of the Ambassador team."

Prior to joining Huntingdon Valley Bank, Mr. Gillen served for two years as a Senior Bank Strategist with BancIntelligence, an Atlanta, GA web-based advisory solutions company which focused on maximizing franchise value. Mr. Gillen also served in a similar role with a boutique broker-dealer located in eastern Pennsylvania.

Ambassador Financial Group, Inc., a FINRA licensed broker-dealer, is a diversified financial services company offering fixed-income and investment banking solutions. Our mission is to provide clients with tremendous access to the fixed income markets focusing on first class trading execution, improve the financial performance of each client by tailoring customized, client centric solutions, and assist clients in achieving the profitable growth they desire.

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