

FOR IMMEDIATE RELEASE

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FIRST FINANCIAL GROUP JOINS THE "11 IN 11" CAMPAIGN
WITH A SHOE DRIVE TO BENEFIT SOLES4SOULS® INC, THE SHOE CHARITY

Philadelphia area residents are invited to recycle their 'gently worn' shoes in an effort to help distribute 11 million shoes in 2011 to people in need

Nashville, TN – May 23rd, 2011 – Soles4Souls Inc. has committed to collect and distribute 11 million shoes in 2011 to people living in extreme poverty and recovering from natural disasters through its "11 IN 11" campaign. The shoe charity provides one pair of shoes to a person in need every 7 seconds. Since 2005, Soles4Souls has distributed more than 13 million pairs of shoes because of the generosity and commitment of people and organizations like First Financial Group.

Soles4Souls believes supporters like First Financial Group will challenge others to become a force of change by helping the charity reach its aggressive but necessary "11 IN 11" goal which reflects the evolving needs of the global community. The shoe charity recognizes its success is the result of individuals and industry supporters such as First Financial Group who clean out closets and warehouses so that individuals around the world can have a better life through American's excess.

For a limited time, Soles4Souls and First Financial Group will be collecting your new or gently worn footwear and/or donations to make a tangible difference through the gift of shoes. Every donation will support the charity's initiative to distribute 11 million pairs of shoes in 2011.

"With tragedies such as the earthquakes in countries like Haiti and Japan, on top of the enormous needs elsewhere, we can use the estimated 1.5 billion shoes taking up space in the closets of ordinary people to change the world one pair at a time," said Founder and CEO of Soles4Souls, Wayne Eelsey.

Eelsey added, "We need partners like First Financial Group to get behind our "11 IN 11" campaign and get a little crazy this year. Donating shoes is one of the most simple yet profound acts you can do, because it will greatly improve someone's life in the most difficult of times."

Donations will be accepted from May 23rd to June 20th at:
First Financial Group
2 Bala Plaza, Ste 901
Bala Cynwyd, PA 19004
610-766-3000

People and companies interested in donating can visit the organization's website at www.giveshoes.org.

About Soles4Souls®, Clothes4Souls®, and Hope4Souls™

Soles4Souls collects new shoes to give relief to the victims of abject suffering and collects used shoes to support micro-enterprise efforts to eradicate poverty. Soles4Souls' other two divisions, Clothes4Souls and Hope4Souls, provide the same relief and support through clothing and other necessities. Donating parties are eligible for tax advantages. Visit www.giveshoes.org <<http://www.giveshoes.org>>, www.clothes4souls.org <<http://www.clothes4souls.org>>, or www.hope4souls.org <<http://www.hope4souls.org>> for more information.

First Financial Group is a financial services firm serving more than 20,000 clients with more than \$1.3 billion in client assets as of December 31, 2010. First Financial Group has offices in Bala Cynwyd, Pa.; New Castle, Del.;

Marlton, NJ; and Ocean City, NJ. FFG has a team of financial experts specializing in business planning, estate planning, retirement planning, executive and employee benefit programs and special needs financial planning for families. For more information, visit www.TheFirstFinancialGroup.com or call 610-766-3000.

Securities, investment advisory and financial planning services offered through qualified registered representatives of MML Investors Services, LLC. member SIPC. 2 Bala Plaza, Suite 901, Bala Cynwyd, PA 19004, Tel: 610-660-9922.

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