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First Financial Group voted Best Place to Work again and again.

For the fourth year in a row, the *Philadelphia Business Journal* named First Financial Group one of the Best Places to Work in the Philadelphia region.

The winners were chosen by an overall score in an anonymous survey given to employees with categories like corporate culture, ethics and integrity, environment and vision. The full list of winners will be published in the October 15th issue of *The Philadelphia Business Journal*.

“This is a prestigious award and we’re honored to receive it four years in a row,” said President Harris Fishman, who has been with the company for more than 20 years. First Financial Group is a general agency of Massachusetts Mutual Life Insurance Company and has four local offices with 100 associates.

“Being honored as the Best Place to Work in Philadelphia is an amazing testament to the loyalty, camaraderie, team spirit and job satisfaction felt by the First Financial Group team,” Mr. Fishman said.

Some of the First Financial Group’s career perks include incentives trips to desirable destinations like Italy and the Caribbean, substantial bonus structure, charitable giving, flexible schedules and extensive training programs.

“Our culture is dynamic and vibrant – our leadership team approach means that every person on every level has a clear vision of the direction in which our firm is headed,” said Susan J. Notaras, Director of Recruiting and Marketing.

First Financial Group is a financial services firm serving more than 21,000 clients with more than \$1 billion in assets under management as of December 3, 2009. First Financial Group has offices in Bala Cynwyd, PA; New Castle, DE; Marlton, NJ; and Ocean City, NJ. FFG has a team of financial professionals specializing in business planning, estate planning, retirement planning, executive and employee benefit programs and special needs financial planning for families.

For information: www.thefirstfinancialgroup.com

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