

FOR IMMEDIATE RELEASE

First Financial Corporate Services, Inc. Names Veteran Michael Myers, Senior Vice President, to Head New Healthcare Solutions Division

Placentia, California March 31, 2010 – First Financial Corporate Services, Inc. (FFCSI), a leading independent equipment lessor in North America, today announced that industry veteran, Michael Myers has joined the company as senior vice president of the newly formed Healthcare Solutions Division. In this role, Myers will oversee business development, portfolio management, vendor channel and marketing for FFCSI.

“We are confident that Mike’s twenty-five plus years in the leasing industry is a perfect match for our desire to grow our vertical business in support of First Financial’s servicing the healthcare sector,” said Richard Stebbins, co-founder, president and chief executive officer of FFCSI. “His expertise and industry leadership will help bring focus to this newly formed division.”

“Mike’s extensive knowledge of both IT and medical infrastructure at public and private hospitals will help us aggressively grow our lease portfolio over the next decade,” said Tom Slevin, co-founder and executive vice president of sales, at FFCSI. “Our healthcare client base has tripled in size over the past several years to address the need for sophisticated medical equipment. Our business is now well positioned having Mike on hand to lead our charge as we enter the next decade of servicing our leasing clients.”

Prior to joining FFCSI, Myers was vice president for healthcare at Relational Technology Solutions. Other positions Myers has held include, vice president for sales at Xtria, LLC, a PACS consultancy where he played a key role in innovating and pioneering the "managed services" model for the delivery of PACS and other health care IT projects. While at Comdisco Healthcare Group, he served as vice president - international, for Eastern Europe, Western Europe, and South America.

Myers is a frequent speaker at healthcare conferences including ELFA and HFMA. Earlier this month, Myers was a guest panelist on financing trends in the healthcare space at ELFA's Healthcare Summit. A cum laude graduate from Northeastern Illinois University, he also received an MBA in Marketing from the Kellstadt Graduate School of Business at DePaul University.

About First Financial Corporate Services, Inc.

First Financial Corporate Services, Inc (FFCSI), is a leading equipment leasing company dedicated to providing its customers with creative and cost-effective financial solutions while maintaining the highest level of service in the industry. For over 10 years, FFCSI has been helping clients manage equipment lifecycles and maximize the value of capital purchases. Its service based vendor-independent approach, combined with industry expertise, allows it to satisfy customers' most demanding financial challenges. In 2010, FFCSI was recognized in the *Monitor Top Private Independents* ranking fourteenth amongst all participating independent lessors in the U.S. Visit <http://www.ffcsi.com> for more information.

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