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AMBASSADOR PARTNERS, LLC ADDS INVESTMENT BANKER

Lehigh Valley, PA (October 1, 2008) - Ambassador Partners, LLC, an Allentown, PA based financial services holding company of a FINRA-licensed broker/dealer and an asset management company, has expanded its investment banking capabilities. The firm is pleased to announce the addition of Michael Rasmussen. Mr. Rasmussen, who has 20 years of experience in the industry, will join the firm effective October 1, 2008.

Most recently, Rasmussen served as a Managing Director with Stifel Nicolaus & Company. Over the last six years, Michael managed or co-managed numerous merger and acquisition transactions in the financial services industry aggregating approximately \$3 billion in value. Additionally, he completed many common stock offerings specific to the thrift industry; including full conversions, second step conversions and mutual holding company offerings.

Tim McDonald, Chairman of Ambassador noted, "Mike brings a record of accomplishment, professionalism and customer satisfaction to the Ambassador team. His extensive contacts and experience will complement the Ambassador franchise making our product line deeper and position us to better serve our various markets in the financial services industry."

Robert J. Pachence, Jr, Managing Partner of Ambassador added, "At a time when Wall Street is contracting, we are in a unique position to expand on Ambassador's client driven business model. Catering to middle market institutions is our primary focus as there is currently a void in servicing that customer base. Mike is clearly the right individual to support that initiative and lead the investment banking division."

Prior to joining Stifel Nicolaus via Ryan Beck and Company in 2002, Rasmussen served for ten years as a Managing Director at McConnell, Budd & Romano, Inc., a New Jersey based investment banking firm. Mike began his career at Manufacturers Hanover in the corporate finance group following his graduation from Fordham University with a B.A. in Economics. Subsequently, he earned his Masters of Arts in Economics from Rutgers University.

Ambassador Partners, LLC is a 100% employee owned financial services holding company for two distinct companies. Ambassador Financial Group, Inc. is a FINRA-licensed broker/dealer providing fixed income brokerage and investment banking to middle market institutions consisting of banks, insurance companies, financial advisors and asset managers. Ambassador Capital Management, LLC is a dedicated asset management company focused on the financial services sector; primarily community banks and thrifts.

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