



AMBASSADOR FINANCIAL GROUP, INC.

FOR IMMEDIATE RELEASE

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Contacts: **James R. Gillen**
Managing Director
610.351.1633

David G. Danielson
President, Danielson Associates
240.207.2306

Ambassador Financial Group, Inc. expands with the addition of Danielson Associates, LLC

ALLENTOWN, PA, September 30, 2011 – Ambassador Financial Group, Inc., a FINRA licensed broker/dealer, is pleased to announce that on October 1, 2011, David G. Danielson and the Danielson Associates team will become part of the Ambassador team. David Danielson will retain the title of President of Danielson Associates, a division of Ambassador Financial Group, Inc., and he along with other members of his organization continue to operate out of their Bethesda, Maryland office.

The combination represents a pooling of the expertise of two financial services firms that provide financial institutions, insurance companies, and asset managers with a full range of services including strategic planning, M&A advisory, balance sheet management, and day-to-day fixed income sales and trading.

Danielson specializes in investment banking and strategic planning and has been working with community banks for more than 33 years. Over that time, their team has earned a reputation for enabling community bank clients to maximize value, create change within their organization, and adapt to changes in the banking industry. Danielson has a track record of advising on mergers and acquisitions, increasing shareholder value, improving earnings, and market expansion. They have assisted in the organization of more than 40 banks, provided strategic planning for hundreds of banks and acted as financial advisor in more than 90 transactions with a total deal value of more than \$4 billion.

Ambassador specializes in serving community banks through fixed income sales and trading as well as balance sheet management. Ambassador has built its business providing clients with widespread access to the fixed income markets focusing on professional trading execution, striving to improve the financial performance of each client by tailoring customized client centric solutions, and assisting clients work toward the profitable growth they desire. Ambassador has a client driven business model and a seasoned team of professionals, which means their clients benefit from objectivity, expert guidance, advantageous pricing, and sound strategies.

“The combination of Ambassador and Danielson is simple – put two fantastic business models together to enhance our product lines and build a leading financial services organization that benefits our clients,” says Robert J. Pachence, Jr., managing director of Ambassador.

“This is an exciting time for our firm and our clients. The Danielson addition not only strengthens our platform, but expands our geographic footprint and client relationships. Danielson’s business philosophy is consistent with our goal to put the customer first,” says Matthew Resch, managing director of Ambassador.

“Ambassador has built a solid reputation for objectivity, expert guidance, competitive pricing, and reliable execution of fixed income and balance sheet strategies. Their business model provides their clients with significant benefits,” says David G. Danielson, President of Danielson Associates. “We look forward to working with our partners at Ambassador to deliver innovative thinking and expert advisory services on behalf of our clients.”

Ambassador Financial Group, Inc. Member FINRA/SIPC.

CAUTIONARY STATEMENT REGARDING FORWARD-LOOKING INFORMATION

This press release contains forward-looking statements regarding our outlook or expectations with respect to the combination with Danielson Associates. Forward-looking statements are subject to numerous assumptions, risks and uncertainties, which change over time. Statements in this press release about future expectations, plans and constitute forward-looking statements within the meaning of The Private Securities Litigation Reform Act of 1995. Actual results or future events could differ from those that we anticipated in these forward-looking statements.