

PrimeVest Financial Services Inc., Member FINRA/SIPC

ST. CLOUD, MINN. – April 25, 2011

PrimeVest signs The Home Savings and Loan Company

PrimeVest Financial Services (PrimeVest), one of the nation's largest broker-dealers dedicated to serving financial institutions, announced today that **The Home Savings and Loan Company** (Youngstown, Ohio) has signed as a client. PrimeVest will provide investment and insurance solutions and a comprehensive support network designed to help Home Savings grow its business and revenue.

"We are very excited to welcome Home Savings to our growing family of financial institutions and we are delighted that they have chosen to work with us," said PrimeVest President and CEO **Catherine Bonneau**. "Our dedicated focus on financial institutions, flexible program structure, and our self-clearing platform uniquely positions us to meet clients' needs and do so in a way that drives value for Home Savings."

Home Savings has hosted an investments program since 2003 and converted to PrimeVest on April 11, 2011. The investment and insurance group is branded as Home Investment Services.

"We chose PrimeVest because we felt their service model and value proposition are directly aligned with what we are trying to accomplish at Home Savings," said **Richard Vilsack**, vice president and investment program manager at Home Savings. "We felt they would be a great partner to continue to build on the success which we have already established within Home Investment Services."

Home Savings, with \$2.3 billion in assets and more than 600 employees, currently operates 38 full-service banking offices and six loan production offices throughout Ohio and Western Pennsylvania. The Home Savings and Loan Company was founded in 1889.

"PrimeVest was designed to help financial institutions achieve success by allowing them to realize the full potential of their client relationships," Bonneau said. "We look forward to working with everyone at Home Savings and helping them expand and grow client relationships by offering comprehensive financial services."

About PrimeVest Financial Services

Founded in 1984, PrimeVest Financial Services Inc. is a self-clearing registered broker-dealer serving the clients of nearly 600 financial institutions throughout the United States. With its focus exclusively on financial institutions, PrimeVest delivers innovative investment and insurance solutions, comprehensive support and a flexible program structure built to strengthen client relationships.

PrimeVest is a member of the Depository Trust and Clearing Corporation (DTCC), the Securities Investors Protection Corporation (SIPC), and the Financial Industry Regulatory Authority (FINRA). For more information, see www.primevest.com. Investment products are *Not NCUSIF insured *May lose value *Not financial institution guaranteed *Not a deposit *Not insured by any federal government agency. PrimeVest is unaffiliated with the financial institution where investment services are offered.

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