

Press Release

From: Prime Pacific Financial Services, Inc.
Contact: Glenn Deutsch, 425-712-9898

FOR IMMEDIATE RELEASE

Prime Pacific Financial Services, Inc. reports positive earnings

Lynnwood, WA, April 29, 2011 –Prime Pacific Financial Services, (PPFS) Inc., the holding company of Prime Pacific Bank, announced Net Income (after tax) of \$1 thousand for the quarter compared to a loss of \$428 thousand reported in March '10. The company also reported that noncurrent loans to total loans fell 18.6% and Total nonperforming assets to total assets fell 23.2%.

Prime Pacific Financial Services, Inc. is the holding company of Prime Pacific Bank **with branches in Lynnwood, Kenmore and Mill Creek.** Prime Pacific Bank is a full service Community Bank that specializes in the financial needs of the business community.

For more information contact Glenn Deutsch, President & CEO, Prime Pacific Bank, Prime Pacific Financial Services, Inc., at 425-712-9898.

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