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FIRST PLACE BANK NAMES ETKIN AS ITS MICHIGAN FACILITY MANAGER

Southfield, Michigan – First Place Financial Corporation, a \$3.2 billion financial services holding company based in Warren, Ohio announced today that it has retained the services of Etkin to provide facility and property management services for all its branch facilities in Michigan. The 11 bank properties are located in Birmingham, Troy, Southfield, Shelby Township, Livonia, Grosse Pointe Woods, Davison, Fenton, Flint and Flushing. First Place Bank is the 28th largest publicly traded savings institution in the United States. As a premier community bank, First Place prides itself in having bankers who live and work in their same community. The bank also seeks out leading area businesses like Etkin to provide services for its local operations.

Etkin President, Curtis Burstein, indicated that First Place Bank is a perfect fit for the company's management portfolio. "First Place Bank will complement our other financial institution clients like Michigan First Credit Union. We are committed to reducing costs, leveraging our work force, improving building maintenance and streamlining the vendor system at all First Place branch locations in Michigan. We will bring great value to the client's bottom line with our owner's perspective," he said.

The Etkin team will work directly with First Place branch managers and its administrative services group to ensure maximum performance. Etkin will also use its extensive in-house resources to assist First Place Bank with its renovation and construction needs.

Etkin has played a prominent role in southeast Michigan real estate development and acquisition for 30 years. The privately owned company was formed in 1982 and is led by Principal Douglas Etkin and President Curtis Burstein. Etkin has been involved in over 9.5 million square feet of office, industrial, retail, hotel and mixed-use developments. The company also offers fee-based management and development services to a select number of third-party clients including banks, credit unions, savings & loans and other financial institutions.

For additional information visit www.etkinllc.com.

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