



FIRST WESTERN FINANCIAL, INC.

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NEW NAME FOR FIRST WESTERN'S LOS ANGELES--BASED INVESTMENT UNIT

'First Western Capital Management' To Expand Firm's Investment Presence

Denver – March 31, 2010 – First Western Financial, Inc. (FWF) announced today the firm's Century City (Los Angeles) investment management operation, formerly part of First Western Investment Management, has been re-named First Western Capital Management (FWCM).

Named one of Inc. magazine's fastest-growing companies in 2008 and 2009, First Western Financial, Inc. is a financial services holding company offering private banking, investment management, personal trust, and wealth planning through its affiliated entities. The Century City operation resulted from First Western's acquisition of Financial Management Advisors (FMA), an independent registered investment advisor, in May 2008.

"Distinctly recognizing the Century City team as First Western Capital Management helps focus an important area of our overall investment brand," said Warren Olsen, Chairman. "We've assembled a great group of investment professionals, and look forward to having them increase focus on the institutional marketplace."

Ken Malamed, the former CEO of FMA, continues to provide leadership and investment expertise in his role as Vice Chairman and Chief Investment Officer of the new entity. Russ Matthews, the President of First Western Capital Management, has been charged with building upon the firm's strong history of investment management success and directing its long-term growth strategy. Other key executives leading the growth of FWCM include Steve Michaels, Managing Director and Portfolio Manager; Barry Julien, Managing Director and Portfolio Manager, and John Dewey, Managing Director, Institutional Services.

"With the acquisition of the FMA team and the addition of several new key hires, we have been able to integrate extraordinary investment management talent into the firm," said Mr. Matthews.

“Coupled with our institutional-quality focus and commitment to client service, we are well positioned for future growth.”

First Western Capital Management has well-regarded expertise in fixed income, total return, opportunistic and equity strategies, and its investment team is responsible for over \$1.2 billion in assets. The firm is focused on delivering superior investment strategies for its institutional, sub-advisory, and high net worth clients. First Western Capital Management and affiliated First Western entities manage over \$3 billion in client assets.

“We’ve enjoyed the opportunity to deliver solid performance and excellent client service as part of the First Western enterprise,” said Mr. Malamed. “Now, as First Western Capital Management, we have a unique opportunity to expand our presence and enhance the brand across the marketplace.”

More information about First Western Capital Management can be found on the firm’s new website: www.fwcapgmt.com.

About First Western Financial, Inc.

First Western Financial, Inc. (FWF) is the holding company of First Western Trust Bank and First Western Capital Management. In addition to investment management, the company provides private banking, personal trust, and wealth planning. FWF was recently ranked by Inc. magazine as one of the fastest growing companies in the U.S. The firm has offices in Arizona, California, and Colorado. For more information about FWF and its affiliates, please visit www.fwtb.com or call 303-531-8100.

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