



FIRST WESTERN TRUST BANK

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First Western Trust Bank Advisor Wins Top Award for Retirement Services

Denver – January 13, 2010 – First Western Trust Bank today announced that Paula Hendrickson, the firm’s Director of Retirement Services, has been named as one of the “300 Most Influential Advisors in Defined Contribution” in 2009 by 401kWire.

More than 75,000 votes were cast by 401(k) industry insiders across the nation, and Ms. Hendrickson was selected as a top advisor specializing in the retirement plan market. The final list was based on input from those advisors nominated and an analysis of objective criteria, including statistics about the advisors' practices.

“Paula Hendrickson’s leadership in retirement services has benefitted our clients greatly and we are thrilled she has been recognized for her outstanding work,” said Scott Wylie, CEO of First Western Financial. “Her expertise in this specialized field adds a unique strength to the services we offer clients in their business and investing lives.”

Denver-based First Western Financial is the holding company for First Western Trust Bank and affiliates. The firm was founded in 2002 with a goal of providing integrated wealth management services to high net worth investors in the American West.

Ms. Hendrickson oversees First Western's Retirement Consulting Team, which provides fiduciary protection, participant investment advice, investment consultation, establishment, and maintenance of ERISA plan processes for a wide variety of retirement plans including defined benefit, profit sharing, and 401(k) plans. She has more than 20 years of experience in the qualified plan arena.

“We work with each client to carefully define investment objectives appropriate to meet the retirement plan goals and the benefit needs of participants. By developing and revisiting their Investment Policy Statement, participants are provided with diversified investment options while

protecting the organization and the fiduciaries involved,” said Ms. Hendrickson. “The full array of 401(k) services combined with our personal attention truly sets us apart.”

About First Western Financial, Inc.

First Western Financial, Inc. (FWF) is the holding company of First Western Trust Bank and affiliates. First Western Trust Bank is the best private bank for the Western wealth management client providing comprehensive tailored solutions in the areas of wealth planning, private banking, investment management and trust services. With \$3 billion in assets under management, FWF was recently ranked by Inc. magazine as one of the fastest growing bank/bank holding institutions in the country. Built specifically for the new economies of the West, the firm has offices in Arizona, California, and Colorado. For more information, please visit www.fwtb.com or call 303-531-8100.

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