



FIRST WESTERN FINANCIAL, INC.

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FIRST WESTERN INCREASES INTELLECTUAL CAPITAL

Rebecca Sloan earns designation from the Center for Fiduciary Studies.

Denver - July 21, 2010 – First Western Financial, Inc., a Colorado-based financial services holding company, announced today that Rebecca Sloan, Relationship Management Associate, has been awarded the Accredited Investment Fiduciary (AIF®) designation from the Center for Fiduciary Studies.

Holders of the AIF® mark have successfully completed a specialized program on investment fiduciary standards and subsequently passed a comprehensive examination. As an AIF®, Ms. Sloan will be qualified to assist retirement plan sponsors, private individuals, trustees, foundations, and non-profits in the implementation of a comprehensive investment process and determination of proper investment policies and procedures to fulfill their fiduciary responsibilities.

Ms. Sloan will use her training to continue to promote a culture of fiduciary responsibility and act as a resource for investment fiduciaries through First Western's Retirement Services Consulting.

“Rebecca has been a great asset to the team, developing strong relationships with retirement plan sponsors,” said Paula Hendrickson, Director of Retirement Services Consulting for First Western. “We work closely with plan sponsors to ensure the success of their plans, including managing their fiduciary liabilities. Rebecca’s knowledge is invaluable to us and our clients,” she added.

To find out more about how First Western works with plan sponsors, please visit the website www.fwtb.com or contact Paula Hendrickson at 303-329-7000.

About First Western Financial, Inc.

First Western Financial, Inc. (FWF) is the holding company of First Western Trust Bank and First Western Capital Management. The company provides comprehensive tailored solutions in the areas of wealth planning, investment management, private banking, personal trust, retirement consulting, insurance, and business suite of services. With over \$4 billion in assets under management, FWF was recently ranked by Inc. magazine as one of the fastest growing companies. Built specifically for the new economies of the West, 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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