



GREATER PHILADELPHIA

FOR IMMEDIATE RELEASE

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First Financial Group Announces Agency Rebranding, Changes Name to MassMutual Greater Philadelphia

Rebranding Dovetails with Agency's 130th Anniversary

October 24, 2016 (Bala Cynwyd) - First Financial Group, a general agency of Massachusetts Mutual Life Insurance Company (MassMutual) founded in 1886, has announced that it has officially rebranded as MassMutual Greater Philadelphia. The rebranding dovetails with the agency's 130-year anniversary and expansion of its headquarters in Bala Cynwyd, as well as MassMutual's 165-year anniversary.

In addition to a new name, the rebrand includes a new visual identity and website. This transition will allow the agency to align more closely with the MassMutual brand, a Fortune 100 company that has been one of the most respected leaders in the financial services industry for over 165 years. It will still operate as one of the many independent general agencies as part of the MassMutual Financial Group.

To celebrate the 130-year anniversary, officiate the agency rebranding and highlight a newly expanded office, the agency will host an official ribbon cutting and open house on November 3, 2016 at its office in Bala Cynwyd. The ribbon cutting will be preceded by a networking event and panel discussion on the influence of businesses and the communities they serve and feature local business leaders from the Philadelphia Business Journal, Tishman Speyer, the Main Line Chamber of Commerce and Saint Joseph's University.

"We firmly believe that businesses should focus on having a powerful impact on their local community," said Harris S. Fishman, CLU, ChFC, President and CEO of MassMutual Greater Philadelphia. "Job creation, innovation, corporate social responsibility, economic and political benefits are all directly affected by the decisions businesses make. Our decision to rebrand as MassMutual Greater Philadelphia is a testament to our rich local history and commitment to the Philadelphia business community."

Harris continued, "The only thing that has changed is our name. Our values, the services we provide to our clients, and the extraordinary tradition of MassMutual position us to make an even greater impact to the community in which we live and serve."

There has been no change in management or with the agency's teams of financial professionals and it will continue to offer the quality financial services and products that help people secure their future and protect the ones they love.

About MassMutual Greater Philadelphia



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MassMutual Greater Philadelphia is home to expert financial coaches that provide thoughtful, thorough strategies and products that help their clients work towards goals in order to live their best lives.

MassMutual Greater Philadelphia believes financial planning and management is becoming increasingly complex, and playing the game to win requires a team of people who love it and live it every day. The agency has maintained a track record of accomplishments and success for 130 years.

For more information, visit www.GreaterPhiladelphia.MassMutual.com or follow MassMutual Greater Philadelphia on [Facebook](#), [Twitter](#) and [LinkedIn](#).

MassMutual Financial Group is a marketing name for Massachusetts Mutual Life Insurance Company (MassMutual) and its affiliated companies and sales representatives. Local sales agencies are not subsidiaries of MassMutual or its affiliated companies. Agency officers are not officers of MassMutual.

Securities, investment advisory and financial planning services offered through qualified registered representatives of MML Investors Services, LLC. [Member SIPC](#). 2 Bala Plaza, Suite 901, Bala Cynwyd, PA 19004, Tel: 610-660-9922.

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