



A member of the MassMutual Financial Group

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IMMEDIATE RELEASE

First Financial Group Celebrates Those Who Matter Most With MassMutual's Love Is A Gift Social Initiative

Bala Cynwyd, PA (October 31, 2014) – Members of First Financial Group, a general agency of Massachusetts Mutual Life Insurance Company (MassMutual), and students from Easter Seals of South Eastern Pennsylvania's Early Intervention Program participated in MassMutual's Love Is A Gift initiative. Love Is a Gift is a social initiative designed to celebrate those who matter most in our lives by encouraging people to make a statement about the transformative power of love and share a picture of themselves with those who matter most to them, along with a brief explanation of why. For every photo story uploaded to LoveisaGift.com, MassMutual will donate \$5 to Easter Seals — up to \$50,000. The initiative will run through November 30.

"It was a real pleasure to visit with the kids today," said Harris Fishman, president and CEO of First Financial Group and a board member of Easter Seals of South Eastern Pennsylvania. "I am thrilled that we are able to continue to support this great organization and celebrate all of the amazing work they do."

"I love seeing the children thriving in their environment at Easter Seals, knowing that we helped contribute to the success of the program," said Bruce Sham, Special Care Planner at First Financial Group. "It is wonderful to work with and advocate for these families. But to see their children benefit is the ultimate gift of love."

How to participate:

- Participants can either take a picture of themselves and the people they love, or locate one on their computer, tablet or phone
- Users can upload their photo directly to LoveisaGift.com, or through their public Instagram account using #loveisagift, along with a few words about their loved ones
- Once the photo is uploaded, participants can share their photo and details of the initiative with their friends on Facebook or Twitter

MassMutual further brings the initiative to life with its Love is a Gift video. In an effort to convey the strong bonds people share with one another, the company chose to highlight real families. This is something MassMutual is committed to at the core, and strives to portray in all of its marketing efforts.

This initiative continues the long-term partnership between MassMutual and Easter Seals and commemorates the 10th year of MassMutual's SpecialCareSM program, which takes a team approach to help ensure families living with disabilities receive proper life care planning for today and the future.

"First Financial Group has an incredible history of helping children with disabilities and their families through both the Special Care planning and their support of Easter Seals programs and services," said Carl Webster,

Executive Director & CEO at Easter Seals of Southeastern PA. "The Love is a Gift campaign is wonderful example of how their focus is on people, families and community."

About First Financial Group

First Financial Group is a financial services firm serving more than 39,000 clients¹ with more than \$1.59 billion in client assets² as of December 31, 2013. First Financial Group has offices in Pennsylvania, New Jersey and Delaware. FFG has a team of financial experts specializing in business planning, estate planning, retirement planning, executive and employee benefit programs and special needs financial planning for families. For more information, visit www.TheFirstFinancialGroup.com or call 610-766-3000.

¹An insured, owner, or payer of Massachusetts Mutual Life Insurance Company (MassMutual) policy or contract.

²Includes values of MassMutual and subsidiary insurance companies' insurance and retirement products and investment products offered through MML Investor Services, LLC a MassMutual subsidiary.

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

About MassMutual

Founded in 1851, MassMutual is a leading mutual [life insurance company](#) that is run for the benefit of its members and participating policyowners. The company has a long history of [financial strength](#) and strong performance, and although dividends are not guaranteed, MassMutual has paid dividends to eligible participating policyowners consistently since the 1860s. With [whole life insurance](#) as its foundation, MassMutual provides products to help meet the financial needs of clients, such as [life insurance](#), [disability income insurance](#), [long term care insurance](#), [retirement/401\(k\) plan services](#), and [annuities](#). In addition, the company's strong and growing network of financial professionals helps clients make good financial decisions for the long-term.

MassMutual Financial Group is a marketing name for Massachusetts Mutual Life Insurance Company (MassMutual) and its affiliated companies and sales representatives. MassMutual is headquartered in Springfield, Massachusetts and its major affiliates include: Babson Capital Management LLC; Baring Asset Management Limited; Cornerstone Real Estate Advisers LLC; The First Mercantile Trust Company; MassMutual International LLC; MML Investors Services, LLC, Member [FINRA](#) and [SIPC](#); OppenheimerFunds, Inc.; and The MassMutual Trust Company, FSB.

About MassMutual's SpecialCareSM Program

The SpecialCareSM Program, developed exclusively by MassMutual, is an innovative outreach initiative that provides access to information, specialists and financial solutions that can help improve the quality of life for people with disabilities and other special needs and their families and caregivers.

About Easter Seals

Easter Seals is the leading non-profit provider of services for individuals with autism, developmental disabilities, physical disabilities and other special needs. For nearly 100 years, Easter Seals has been offering help and hope to children and adults living with disabilities, and to the families who love them. Through therapy, training, education and support services, Easter Seals creates life-changing solutions so that people with disabilities can live, learn, work and play. To learn more about Easter Seals and services in communities nationwide, visit www.easterseals.com.

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