

For Immediate Release

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**PRIORITY FINANCIAL GROUP (PFG) EXPANDS EXECUTIVE TEAM,
APPOINTING SUSI BENNETT AS CHIEF OPERATING OFFICER**

Phoenix, AZ, December 15, 2017. Priority Financial Group, a leading provider of customized compliance and practice management solutions for credit unions and financial advisors, today announced the appointment of Susi Bennett to the role of Chief Operating Officer, a new position created to support the firm's rapid growth. As COO, Bennett will lead operations and direct the company's technology and human resources functions.

"With extensive Credit Union and Wealth Management senior management experience, Susi brings valuable leadership to PFG's executive team," said Mike Prior, PFG's CEO and co-founder. "She is uniquely qualified to drive the firm's strategic priorities as we adopt innovative solutions to expand our compliance, technology, and advisory services nationally."

Effective immediately, Bennett will lead the operations teams, which encompasses accounting, human resources, learning and development, and project management. She is considered a passionate and inspirational leader who embraces positive transformational change throughout an organization. She will focus on aligning the firm's operations to achieve its goals, including process improvement and technology solutions.

Prior to joining PFG, Bennett was the Chief Operating Officer for seven years at Desert School Financial Services, LLC, a multi-faceted Credit Union Service Organization (CUSO) for a \$4.2 billion financial institution. She was also assistant vice president of Consumer Lending, and senior director of Learning and Development. Her responsibilities spanned from sales management, lending, learning and development, estate planning, insurance and wealth management.

Bennett is completing her bachelor's degree in business management from Grand Canyon University. Susi holds the FINRA Series 7 and 66 licenses, as well as Life/Health Insurance and Property/Casualty Insurance licenses.

About Priority Financial Group (PFG)

PFG (formerly operated as CUFN), has been providing customized compliance and practice management solutions for credit unions and financial advisors for 20 years. Financial Advisors affiliation options include independent, associated with a credit union, or both. PFG Advisors (PFGA) is PFG's hybrid RIA, and Credit Union Financial Network (CUFN) is a collaboratively owned financial education and asset protection firm. The PFG team is based out of Phoenix, Arizona and San Diego, California with Advisors located throughout Arizona, California, Colorado, New Mexico, and Texas. For more information, visit www.priorityfinancialgroup.org.

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