

For Immediate Release

United First Financial Co-Founders Take Home Ernst & Young Entrepreneur of the Year Regional Award

The company's co-founders were awarded for entrepreneurial success in the financial services category; qualify for national awards

BLUFFDALE, Utah – July 3, 2008 – Skyler Witman, John Washenko, Matt Lovelady, Jonathan E. Bonnette, and Don Jorgensen of [United First Financial](#)[™], a financial software services and support company, were recently awarded the Ernst & Young Entrepreneur Of The Year® 2008 Award in the financial services category in Utah. An independent panel of judges selected their work with United First Financial from a group of finalists, and the award was presented at a gala event at the Salt Palace Convention Center on June 27, 2008.

United First Financial's (UFirst) innovative [Money Merge Account](#)[™] program utilizes existing banking tools, one-on-one coaching and a Web-based software tool to help consumers pay off their mortgages and consumer debt in about one-half to one-third the time.

“When we started United First Financial, we didn't just want to help people get out of debt and improve their financial situation eventually, we wanted to help them do it fast and with little to no change in their current spending habits,” said Skyler Witman, co-founder of UFirst. “The Money Merge Account solution has done just that, and more. It helps homeowners pay off a traditional mortgage in as little as one-half, to one-third the time, it helps clients without a mortgage eliminate other consumer debt and it helps clients without debt build wealth.”

The UFirst co-founders were among the founders of nine Utah-based companies to receive Ernst & Young Entrepreneur of the Year regional awards. According to Ernst & Young LLP, the award recognizes outstanding entrepreneurs who are building and leading dynamic, growing businesses.

“Ernst & Young is pleased to honor outstanding business leaders such as United First Financial,” said David Jolley, Managing Partner and Ernst & Young Entrepreneur of the Year Program Director for Utah. “Winners of the Entrepreneur of the Year award build leading businesses and contribute a great deal to the communities around them. Their success helps Utah grow stronger.”

The co-founders will travel to Palm Springs, Calif. to compete for the Ernst & Young Entrepreneur of the Year 2008 national program Nov. 15, 2008. Award winners in several national categories, as well as the overall national Ernst & Young Entrepreneur of the Year award winner, will be announced at the annual awards. The awards are the culminating event of the Ernst & Young Strategic Growth Forum, the nation's most prestigious gathering of high-growth, market-leading companies.

For more information concerning United First Financial and its highly-rated Money Merge Account program, please visit www.UnitedFirstFinancial.com.

About United First Financial:

United First Financial (UFirst) is a financial software services and support company. Its products, tools and coaching services enable consumers to pay-off their mortgages, eliminate their debt and achieve financial independence in a fraction of the time. For more information about United First Financial or the Money Merge Account system, please visit www.UnitedFirstFinancial.com.

About the Ernst & Young Entrepreneur of the Year Awards

Ernst & Young's Entrepreneur of the Year is the world's most prestigious business award for entrepreneurs. The award makes a difference through the unique way it encourages entrepreneurial activity among those with potential and recognizes the contribution of people who inspire others with their vision, leadership and achievement. As the first and only truly global award of its kind, Ernst & Young Entrepreneur of the Year celebrates those who are building and leading successful, growing and dynamic businesses, recognizing them through regional, national and global awards programs in more than 135 cities in 50 countries.

About Ernst & Young

Ernst & Young is a global leader in assurance, tax, transaction and advisory services. Worldwide, our 130,000 people are united by our shared values and an unwavering commitment to quality. We make a difference by helping our people, our clients and our wider communities achieve potential. For more information, please visit www.ey.com.

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