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First Command Advisor receives 2007 realLIFEstories Client Service Award

*Samantha Hilliard's service to Iraq war widow
honored by life insurance industry and featured in Newsweek*

Fort Worth, TX –Samantha Hilliard of First Command Financial Services, Inc., has been honored by the life insurance industry and featured in *Newsweek* for her service to the widow an Army officer killed in Iraq.

Hilliard, a district advisor in First Command's Killeen, Texas, office, has received the 2007 realLIFEstories Client Service Award from the Life and Health Insurance Foundation for Education (LIFE), a non-profit group dedicated to providing the public with information and education on life, disability, long-term care and health insurance.

LIFE recognized Hilliard for her service to First Command client Richelle Hecker, a mother of four young children whose husband, Army Major William F. Hecker, III, was killed in Iraq in January 2006. The story is featured in a special section of the Sept. 10 issue of *Newsweek* magazine. Hilliard will also be honored at LIFE's realLIFEstories Gala Awards Banquet, held at the annual convention of the National Association of Insurance and Financial Advisors (NAIFA) in Washington, D.C., on Sept. 9.

"We're extremely proud of the service Samantha Hilliard has provided to this special client family," said Marty Durbin, president and chief operating officer. "She typifies the dedication and one-on-one service that First Command Financial Advisors provide every day to our nearly 300,000 client families. The 2007 realLIFEstories Client Service Award provides an important reminder that our Advisors and staff are committed to making an extraordinary difference in the lives of the American families we serve."

First Command Financial Services and its subsidiaries, including **First Command Bank** and **First Command Financial Planning**, assist American families in their efforts to build wealth, reduce debt and pursue their lifetime financial goals and dreams—focusing on consumer behavior as the first and most powerful determinant of results. Through personalized financial plans that emphasize investments, insurance and full-service banking, **First Command Financial** Advisors have established lasting relationships with hundreds of thousands of client families since 1958.

For more information about **First Command**, visit www.firstcommand.com.

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First Command Financial Services, Inc. is the parent company of First Command Financial Planning, Inc. (Member SIPC) and First Command Bank (Member FDIC). Insurance products and services are offered by First Command Financial Services, Inc. Financial planning services and securities products are offered by First Command Financial Planning, Inc. Banking products and services are offered by First Command Bank. Securities products are not FDIC insured, have no bank guarantee and may lose value. In certain states, First Command Financial Services, Inc. is a separately registered domestic corporation and does business in California as "First Command Insurance Services."

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