



FOR IMMEDIATE RELEASE

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C.F.S., Inc. Declares Quarterly Dividend

MANSFIELD, PENNSYLVANIA - The Board of Directors of Citizens Financial Services, Inc. (OTC BB: CZFS) the bank holding company for First Citizens National Bank, recently declared a cash dividend for Citizens Financial Services shareholders.

The cash dividend is \$.235 per share to shareholders of record on April 11, 2008 and payable on April 25, 2008. This quarterly cash dividend is an increase of 4.4% over the dividend declared a year ago. CEO and President Randall E. Black stated, "The increase in dividends over last year reflects the continued profitability of the Company and exemplifies the Board of Directors' commitment to provide total shareholder return."

Inquiries regarding the purchase of the company's stock may be made through the following brokers: Ferris Baker Watts, Inc. 410-659-4600; Ryan, Beck & Co., 973-549-4200; Sandler O'Neill & Partners LP, 212-466-8023; Monroe Securities, Inc., 800-766-5560; Boenning & Scattergood, Inc., 610-828-0400; Knight Equity Markets, LP, 201-222-9400; Keefe, Bruyette & Woods, Inc., 212-554-2600; UBS Securities LLC, 203-719-7100; Hill Thompson Magid & Co., 201-434-6900; Arthurs, Lestrangle & Co., 412-306-1730 and Pershing Trading Company, 201-413-3531.

Citizens Financial Services, Inc., has over 1,500 shareholders, the majority of whom reside in Potter, Tioga, and Bradford Counties. First Citizens National Bank has community offices in Wellsville, NY and Pennsylvania offices in Genesee, Ulysses, Wellsboro, Mansfield, Blossburg, Canton, Troy, Gillett, Towanda, LeRaysville, Stateline, Sayre and in-store offices at Weis Market in Wellsboro and WalMart in Mansfield.