



**FOR IMMEDIATE RELEASE**

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### **C.F.S., Inc. Declares Quarterly Divide**

July 14, 2009 - 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 and stock dividend for Citizens Financial Services, Inc. shareholders.

The cash dividend declared is \$.245 per share along with a 1% stock dividend which will be paid on July 31, 2009 to shareholders of record on July 17, 2009. This quarterly cash dividend is an increase of 4.3% over the dividend declared a year ago. CEO and President Randall E. Black stated, "Our financial strength and continued profitability gives us the affordability to continue to provide a very attractive dividend yield to our shareholders and reflects the Board of Directors desire to provide total shareholder return to our shareholder base."

Inquiries regarding the purchase of the company's stock may be made through the following brokers: Boenning & Scattergood, Inc., 800-883-1212; Domestic Securities, Inc., 201-782-0888; E\*Trade Capital Markets, LLC, 866-551-8300; Hudson Securities, Inc., 201-216-0100; Knight Equity Markets, LP, 212-336-8924; Monroe Securities Inc., 800-766-5560; Pershing Trading Company, 201-413-3531; RBC Capital Markets Corp., 212-858-7000; Stifel, Nicolaus & Co., Inc., 800-223-7922; UBS Securities, LLC, 203-719-7100.

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 New York, 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.

Note: This press release may contain forward-looking statements as defined in the Private Securities Litigation Reform Act of 1995. Actual results and trends could differ materially from those set forth in such statements due to various factors. These factors include operating, legal and regulatory risks; changing economic and competitive conditions and other risks and uncertainties.