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## **CITIZENS FINANCIAL SERVICES, INC. DECLARES SPECIAL DIVIDEND**

November 9, 2011 - 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 special cash dividend for Citizens Financial Services shareholders.

A cash dividend of 10 cents per share will be paid on November 25, 2011 to shareholders of record on November 18, 2011. This one-time special cash dividend results in an overall increase of 5.9% in dividends declared this year versus 2010. CEO and President Randall E. Black stated, "This one-time special dividend is a direct reflection again of this year's outstanding financial performance along with the strong capital position of the Company, as well as the Board of Directors' commitment in providing total shareholder return."

Citizens Financial Services, Inc. is an \$860 million bank holding company conducting business through First Citizens National Bank. First Citizens National Bank operates 17 full-service offices in Pennsylvania and New York as well as a loan production office in Lock Haven, PA.

For further information regarding the stock of Citizens Financial Services, Inc., please contact any of the following firms: Automated Trading Desk, 866-283-2831; Boenning & Scattergood, Inc., 800-842-8928; Keefe, Bruyette & Woods, Inc., 800-342-5529; Monroe Securities Inc., 800-766-5560; Pershing LLC, 201-413-2700; RBC Capital Markets Corp., 800-959-5951; Sandler O' Neill & Partners, 212-466-8020; Stifel, Nicolaus & Co., Inc., 973-549-4200; UBS Securities, LLC, 203-719-8710.

*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.*