

FOR IMMEDIATE RELEASE

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CITIZENS FINANCIAL SERVICES, INC. DECLARES CASH DIVIDEND

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

The cash dividend of \$.385 per share is payable on March 28, 2014 to shareholders of record on March 21, 2014. This quarterly cash dividend is an increase of 35% over the dividend declared a year ago. The continued strength of our financial performance has permitted us to continue to pay an attractive cash dividend and reflects the Board of Directors' desire to provide total shareholder return to our shareholder base," stated Randall E. Black, CEO and President.

Citizens Financial Services, Inc. is an \$895 million bank holding company conducting business through First Citizens Community Bank. First Citizens Community Bank operates 17 full-service offices in Pennsylvania and New York as well as two loan production offices in Lock Haven, and Dallas, 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.

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