

101 Financial Wins the 2008 BBB Torch Award for Advancing Marketplace Trust

Hawaii's Better Business Bureau, the leader in promoting trust in Hawaii's marketplace, has announced the winners of its 2008 BBB Torch Awards with 101 Financial taking first place in the category of Advancing Marketplace Trust.

The award for Advancing Marketplace Trust was presented to 101 Financial in recognition of its actions, programs, and sustaining activities that significantly and positively contribute to advancing trust in the Hawaii marketplace.

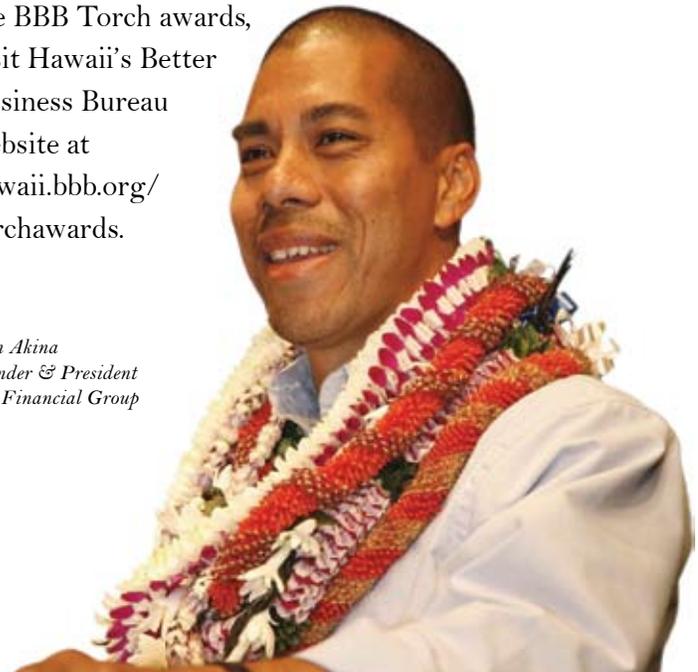
Alan Akina, 101 Financial's president, accepted the first-place award on behalf of everyone at 101 Financial. "We are honored to be recognized as a leader in business ethics in our great state of Hawaii. This award is the direct result of the outstanding service that all of our 225 Agents put into each and every 101 Financial client. It also is a positive sign that our clients are successful and taking control of their financial lives."

"The BBB Torch Awards program is the Better Business Bureau's way to illuminate the importance

of a marketplace where buyers and sellers, and donors and charities can trust each other," said Dwight Kealoha, chief executive officer of Hawaii's BBB. Kealoha went on to say "This year's finalists reflected our mission as leaders in advancing marketplace trust and we are honored to recognize them for their commitment to fair, honest, and ethical marketplace practices."

For more information on the BBB Torch awards, visit Hawaii's Better Business Bureau website at hawaii.bbb.org/torchawards.

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101 Financial is a Hawaii-based financial educational company specializing in helping middle-income families to get organized, get out of debt and get into their first home or real estate investment. 101 Financial has helped thousands of clients save time and money with our i101 accounts. Our mission is to help the families of Hawaii experience the "Financial Peace of Mind" that comes from being debt-free.

For more information visit our website; www.101financial.com