

**CITIZENS**  
**FINANCIAL SERVICES**  
 INCORPORATED

**2012**  
 Year in Review

**Growing Together as a Community**

# CITIZENS

## FINANCIAL SERVICES

INCORPORATED

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# To Our Shareholders

Letter from: Randall E. Black • Chief Executive Officer and President



## Dear Shareholders,

**Community**...the word I believe best describes our approach here at Citizens Financial Services, Inc. ("Citizens"), whether it is providing you, our shareholder community, with another record year in financial performance, or the \$235,000 that we put back into our communities through donations, sponsorships and financial education programs. Community can also be illustrated by our partnership with charitable organizations such as the American Cancer Society and the American Red Cross in offering our time, talents and monetary assistance to help further their causes and help those in need. Or maybe it's best exemplified by our employees, through numerous hours of volunteer work and through the second-to-none service they

deliver to each individual customer. One thing is for sure — none of the above communities can successfully exist without our community of customers! So, when our decision to change our charter from a national bank to a Pennsylvania state-chartered institution required us to change our name, all we had to do was look in the mirror to see who we are and what we've always been about... Community.

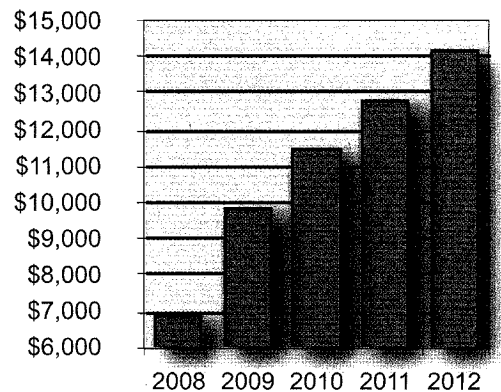
The year's highlights include many, with the most notable being the 10.8% increase in net income over last year's record amount. Earnings growth was driven primarily by a combination of our margin expanding from 3.94% in 2011 to 3.99% in 2012, which resulted in a 6.3% increase in our net interest income; along with a 13.3% increase in non-interest income in 2012. Our earnings growth resulted in an increase in earnings per share of 11.9% from \$4.36 per share in 2011 to \$4.88 per share in 2012. Return on equity for 2012 was 17.48% and return on assets was 1.62% compared to 17.86% and 1.52% in 2011.

Along with our growth in earnings, the improvement in asset quality has positively positioned Citizens for 2013. While we continued to build the allowance for loan losses from 1.33% of total loans at December 31, 2011 to 1.35% of total loans at December 31, 2012, net charge-offs as a percentage of total loans remained at .02% for 2012. At year-end, the ratio of non-performing assets to total loans was 1.83%, appreciably better than our peer group and our 2.11% at the end of 2011. Our continued focus on strong underwriting has supported Citizens through these difficult economic times and will continue to provide a benefit during the coming years, especially as the economy starts to recover.

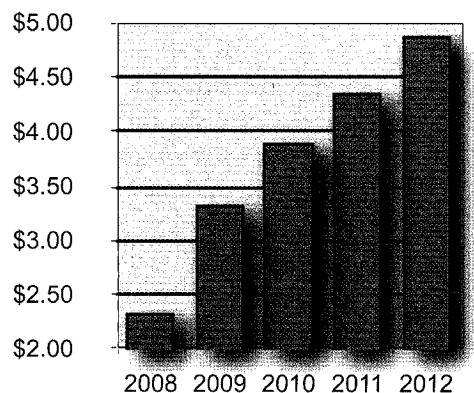
This past year brought several changes to Citizens - most notably our decision to change our charter from a national bank to a Pennsylvania state-chartered institution, which resulted in our new name – First Citizens Community Bank. This change was undertaken for many reasons, not the least of which was to emphasize our commitment to remaining a strong, independent, community bank that takes pride in serving our customers and communities! The other

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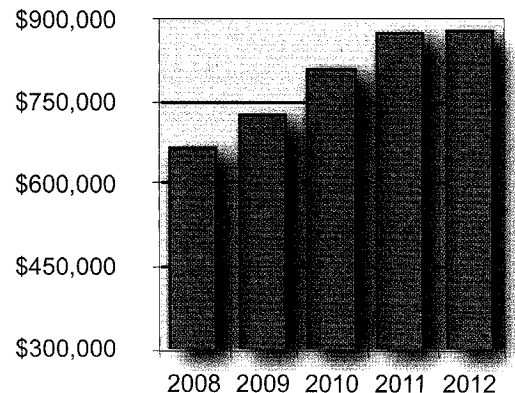
### NET INCOME (Dollars in Thousands)



### EARNINGS PER SHARE - DILUTED (Dollars)



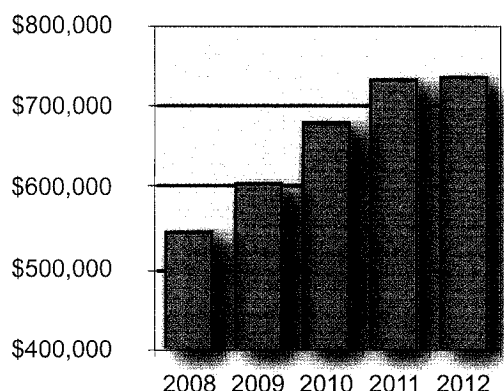
### TOTAL ASSETS (Dollars in Thousands)



# To Our Shareholders

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## DEPOSITS (Dollars in Thousands)



notable change was our commitment to the continuation of carrying out the execution phase of our strategic plan. We have made the commitment to build our infrastructure in the areas of human resources and technology to position Citizens to continue to grow both organically and through acquisitions, if opportunities present themselves. This undertaking has added 8 full-time employees throughout the organization from the front line to the management level. This investment has and will continue to pay dividends down the road as we continue to position Citizens for future successes.

In the latter half of 2012 we expanded our footprint to Luzerne County, Pennsylvania with our second loan production office. This initiative allows Citizens to provide a community bank choice along with “first in class” service to new markets. In the meantime, plans are continuing to move forward on site preparation in Mill Hall, Clinton County, Pennsylvania for a full service facility to complement our loan production efforts within that community.

The year 2013 is well underway, and we are leading the charge with communication and technology enhancements to continue providing our customers with the “first in class” service they have come to expect. We have come out of the gates with improvements to the way we communicate with our customers — a presence on social media, a website redesign, and plans for a mobile app — all of which will provide our technology savvy customers with easy access to conduct their daily banking business. But the changes don’t stop there. We have committed to additional investments in technology, which include enhanced fraud and security protection systems and an online teller system to improve the services we can provide to our customers.

The economic challenges in 2013 will continue to persist, whether it is systemic factors, QE3, the Debt Ceiling, the planned shrinkage of Fannie Mae and Freddie Mac, or the fluctuating economic outlook in Europe; they have all set the stage for a shifting interest rate risk environment over the next few years. Given the Federal Reserve’s announcement to hold the Fed Funds rate flat until 2015 and the inverse liquidity crisis, all banks are, and will continue to be, under pressure to consider investing in longer duration assets. Citizens understands this risk and manages for long term results versus short term expectations, balancing interest rate risk with duration risk.

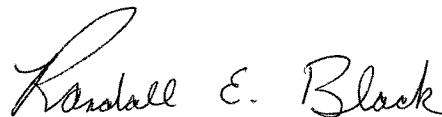
## FINANCIAL PERFORMANCE SUMMARY 2008 - 2012

	2008	2012	Change
<b>Total Assets</b>	\$668,612,000	\$882,427,000	31.98%
<b>Net Loans</b>	\$428,436,000	\$495,679,000	15.69%
<b>Total Deposits</b>	\$546,680,000	\$737,096,000	34.83%
<b>Net Income</b>	\$6,905,000	\$14,215,000	105.87%
<b>Earnings Per Share - Diluted</b>	\$2.33	\$4.88	109.44%
<b>Dividends Per Share</b>	\$0.95	\$1.58	66.32%

Compounding these economic challenges are the on-going regulatory changes — whether it is the enactment of sections of Dodd Frank or the pending impact of Basel III. There will be no decline in the regulatory burden expected in the foreseeable future. This will cause some significant compliance challenges for most community banks. As always, Citizens accepts the challenge and will comply with the intent of the laws while continuing our practice of delivering affordable products that satisfy the needs of consumers and small businesses.

No matter what the challenges are, we remain committed to our communities; and as a shareholder, that commitment continues to translate into positive returns. Our 2012 dividend of \$1.20 per share (excluding the \$.38 per share first quarter 2013 accelerated dividend) increased 3.4% from 2011, marking the 37th consecutive year of dividend increases. The proactive decision to accelerate the first quarter 2013 dividend at December 31, 2012, to benefit you, the shareholder, when the uncertainty of the fiscal cliff existed, is just another sign of the quality organization you have chosen. Another indication of our ongoing commitment to our shareholders is evidenced by the dollar amount of the accelerated dividend granted by the Board of Directors of \$.38 per share, a 29% increase, over the quarterly dividend of \$.295 per share paid in January 2012.

The Citizens team thrives on challenges, and we will continue to be committed to our communities. At this time, I need to say “thank you” to our employees, advisory board members, the management team and our Board of Directors for your support, dedication and continued contributions to the success of Citizens. And, I extend a special thank you to **you**, our shareholders and customers, for your loyalty and continued support. Together we look forward to a prosperous 2013.



Randall E. Black - Chief Executive Officer and President



## FIRST CITIZENS OIL & GAS MANAGEMENT

A Division of First Citizens Community Bank

Our Oil and Gas Management team is making great strides in helping landowners protect their land, their royalty interests and their future. Bob Williams, Director of Oil and Gas Management has saved customers thousands by comparing their statements to their leases. He's identified unjustified fee deductions and has helped customers not getting the royalties promised in their lease. And, he's gone to battle with gas companies, holding them accountable for their mistakes.



A new addition to our team is Flori Simonis, Trust and Estate Planning Officer. Flori's legal education and experience allows her to provide guidance concerning estate planning for natural gas wealth. She is a graduate of Bryn Mawr College and earned a Juris Doctor Degree from Temple University, where she also received an Estate Planning Certification. She is a member of the National Association of Royalty Owners (NARO). Flori and Bob are both in the process of becoming Certified Mineral Managers.

You don't need to be an expert, but you should be using one.

**Advice You Can Trust From People You Know — First Citizens Oil and Gas Management**

# Employee Corner

## EMPLOYEES OF THE YEAR

The following employees were selected for this honor based on their long-time dedication, professional attitude and willingness to help fellow employees and their customers.

### Wendy Southard, AVP

Wendy has been an integral part of the Marketing Department at First Citizens since she began as Secretary in 1991. By 1995, she had been promoted to Marketing Coordinator responsible for the execution of marketing campaigns, customer communications and market research. In 2008, Wendy was promoted to Marketing Officer and received the title of Assistant Vice President. She is a graduate of the American Bankers Association School of Bank Marketing and Management and is a Certified Financial Marketing Professional.



*Randall E. Black, CEO and President  
Wendy Southard, AVP*

### Donna Williammee

Donna has been with First Citizens for just over 24 years and began her career as a teller in the Blossburg Branch. In 1999 she moved out of the branch to Deposit Operations where she was the ATM Clerk until 2002. In May of 2002, Donna transferred to Loan Operations where she was Credit Services Representative until October 2002, at which time she was promoted to Loan Account Representative.



*Randall E. Black, CEO and President  
Donna Williammee*

## SERVICE AWARDS



**First Row:** Jeff Wilson, 25 years; Lisa Banik, 10 years; Alaina Knisely, 10 years; Judy Kingston, 20 years; Lorraine Brown, 10 years; and Jennifer Hudson, 10 years;  
**Second Row:** Bob Mosso, 10 years; Margie Wesneski, 35 years; Renee Davis, 20 years

### Missing from Picture:

5 years – Scott Luce, Megan Burrous, Nancy Lattimer  
10 years – Greg Anna, Dawn Trout  
15 years – Suzanne Case, Connie Mattison  
20 years – Shari Johnson  
25 Years – Michele Litzelman  
35 Years – Diane Anderson

## VALUED EMPLOYEES SAY GOODBYE

### Joanne Marvin

Joanne celebrated 40 years with First Citizens in 2010. She began her long and respected career in 1970 as a Bookkeeper when the bank had just 2 branches. Throughout the years, Joanne saw many changes, and when Bookkeeping expanded into a full Deposit Operations Division to support the growth of the bank, Joanne was the obvious choice for manager. She had always given tremendous credit to her staff for their performance, but we know her hard work inspired them as well. When asked what she would be doing on her first Monday off, she said, "sleeping in".

### Marsha Jones

Marsha had been in the banking industry for over 23 years. She joined First Citizens in March of 1999 as a Customer Service Representative in the Wellsboro Office. She was promoted to Assistant Manager in 2002 and to Manager in 2003. During her 9 years as manager, Marsha played a crucial role in the growth of the Wellsboro Office. She has been one of the bank's most successful mortgage and home equity lenders and her commitment to quality service and mentoring her employees was second to none. Upon retirement, Marsha and her husband left for a vacation at the beach!

First Citizens wishes Joanne and Marsha a very healthy and rewarding retirement!

## RESPONDING TO THE CALL



*Megan Burrous with orphans in Haiti*

**Phil Vaughn and Megan Burrous**, two employees of our Ulysses office, left the safety and comfort of their homes to help those in need half a world away. Both have described their trips as life changing experiences, and we honor both Phil and Megan for their efforts and their courage.

Phil has spent 11 years responding to the call to teach and preach to villages in El Salvador, Honduras, Guatemala and Santa Domingo. In June, Phil and his wife will once again head back to El Salvador, Honduras and Guatemala to teach, preach, and bring much needed comfort at schools and orphanages there.

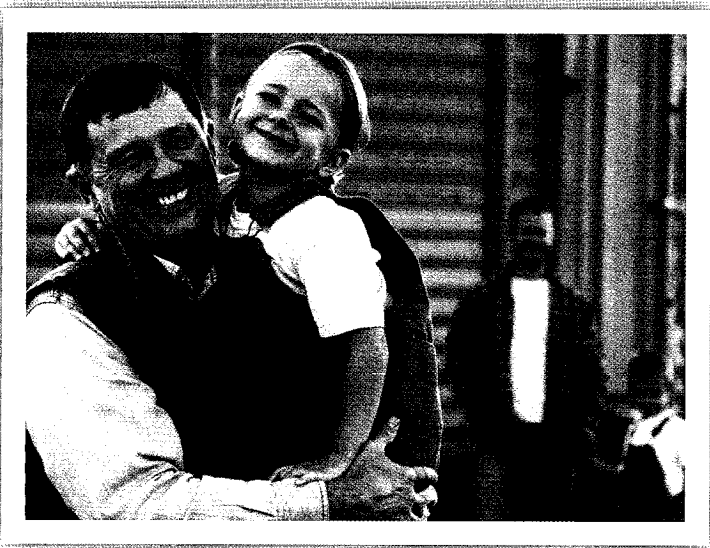
Megan recently returned from her first mission trip to Haiti, which she described as both satisfying and sad. Her team was there to build the first of 18 cottages that will be used to transition older children

from the orphanage into a life of their own. Her group also delivered shoes to a school in the Tent cities.



*Phil Vaughn in Central America*

## Doing our Part for Agriculture



Agriculture is one of NY and PA's leading economic enterprises, and First Citizens has been a partner to this industry since we opened our doors in 1872. We introduced several new initiatives in 2012 to strengthen our knowledge and commitment to our local farmers.

We've created an Agricultural Advisory Board composed of individuals from a variety of agricultural fields such as dairy, beef, and crops. Members are charged with keeping the bank informed of industry issues and farmer needs, and will provide guidance for new initiatives.

In addition, a \$1,000 Agricultural Scholarship was created which will be awarded to a high school senior, who, after graduation, continues his or her education in an agricultural related field. The 2012 scholarship was awarded to Maria Jo Noble from Coryland, Bradford

County. She is currently the Pennsylvania State Dairy Princess.

In April, we hosted our first Ag Forum at the Troy Fire Hall. A number of speakers participated. The main speaker, Dr. David Kohl, is a specialist in Ag Finance and Small Business Management and Entrepreneurship, and a professor at Virginia Tech, Agriculture Department for 25 years.

# Stock Performance

## COMMON STOCK

The Company's stock is not listed on any stock exchange, but it is quoted on the OTC Bulletin Board under the trading symbol CZFS. Prices presented in the table below are bid prices between broker-dealers published by the OTC Bulletin Board and the Pink Sheets Electronic Quotation Service. The prices do not include retail markups or markdowns or any commission to the broker-dealer. The bid prices do not necessarily reflect prices in actual transactions. Cash dividends are declared on a quarterly basis.

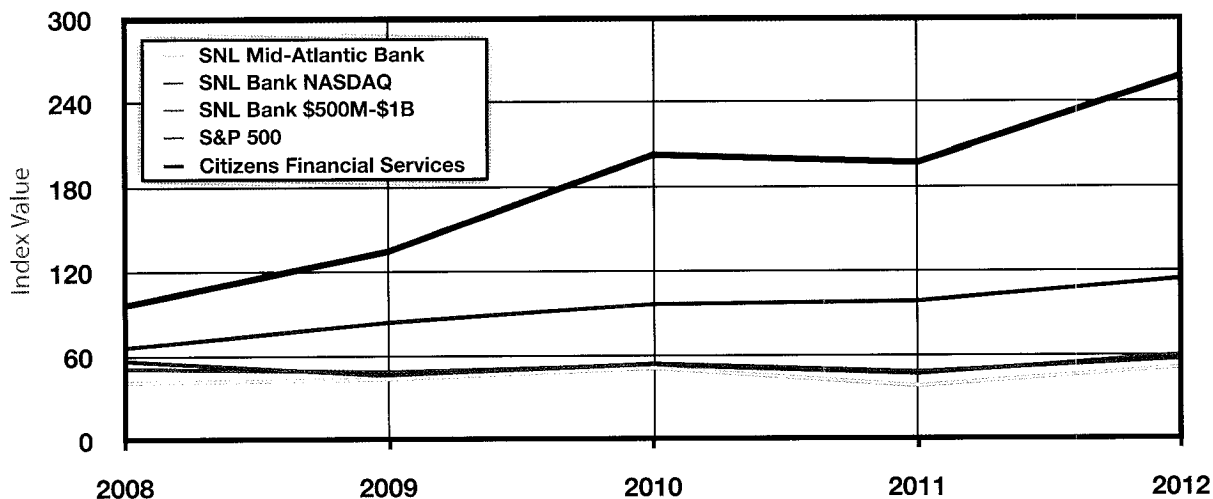
A copy of the Company's Annual Report on Form 10-K for the year ended December 31, 2012, as required to be filed with the Securities and Exchange Commission, will be furnished without charge upon written request to the Company's Treasurer at the principal office at 15 South Main Street, Mansfield, PA 16933. The information is also available through the Company's website at [www.firstcitizensbank.com](http://www.firstcitizensbank.com) and at the website of the Securities and Exchange Commission at [www.sec.gov](http://www.sec.gov).

## STOCK PERFORMANCE

	High	Low	Dividends paid per share
<b>2012</b>			
First quarter	\$36.39	\$33.42	\$0.295
Second quarter	\$41.09	\$35.64	\$0.300
Third quarter	\$46.00	\$39.31	\$0.300
Fourth quarter	\$46.01	\$41.75	\$0.685
<b>2011</b>			
First quarter	\$45.00	\$35.00	\$0.260
Second quarter	\$38.01	\$36.50	\$0.265
Third quarter	\$40.00	\$33.00	\$0.265
Fourth quarter	\$36.65	\$32.75	\$0.370

## TOTAL RETURN PERFORMANCE

(Periods Ending 12/31/08 - 12/31/12)





# Selected Financial Data

**2012**  
Year in Review

## CONSOLIDATED BALANCE SHEET

(In Thousands)

As of December 31	2012	2011	2010	2009	2008
<b>ASSETS:</b>					
Cash and cash equivalents:					
Noninterest-bearing	\$ 12,307	\$ 9,960	\$ 9,541	\$ 9,505	\$ 9,692
Interest-bearing	14,026	20,472	34,454	21,944	10,164
Total cash and cash equivalents:	26,333	30,432	43,995	31,449	19,856
Available-for-sale securities	310,252	318,823	251,303	198,582	174,139
Loans held for sale	1,458				
Net Loans	495,679	481,022	467,602	451,496	428,436
Premises and equipment	11,521	11,702	12,503	12,227	12,762
Accrued interest receivable	3,816	3,621	3,455	3,141	2,912
Goodwill	10,256	10,256	10,256	10,256	10,256
Bank owned life insurance	14,177	13,669	13,171	12,667	12,176
Other assets	8,935	9,042	10,241	9,659	8,075
<b>TOTAL ASSETS</b>	<b>\$ 882,427</b>	<b>\$ 878,567</b>	<b>\$ 812,526</b>	<b>\$ 729,477</b>	<b>\$ 668,612</b>
<b>LIABILITIES:</b>					
Deposits:					
Noninterest-bearing	\$ 89,494	\$ 85,605	\$ 75,589	\$ 60,061	\$ 55,545
Interest-bearing	647,602	648,388	605,122	545,498	491,135
Total deposits	737,096	733,993	680,711	605,559	546,680
Borrowed funds	46,126	53,882	55,996	54,115	61,204
Accrued interest payable	1,143	1,512	1,779	2,037	2,233
Other liabilities	8,587	7,712	5,350	6,239	5,725
<b>TOTAL LIABILITIES</b>	<b>792,952</b>	<b>797,099</b>	<b>743,836</b>	<b>667,950</b>	<b>615,842</b>
<b>STOCKHOLDERS' EQUITY:</b>					
Common stock	3,161	3,133	3,104	3,076	3,048
Additional paid-in capital	16,468	15,313	14,235	13,457	12,981
Retained earnings	71,813	63,337	54,932	47,353	41,034
Accumulated other comprehensive income	4,631	4,949	1,054	2,041	26
Treasury stock, at cost	(6,598)	(5,264)	(4,635)	(4,400)	(4,319)
<b>TOTAL STOCKHOLDERS' EQUITY</b>	<b>89,475</b>	<b>81,468</b>	<b>68,690</b>	<b>61,527</b>	<b>52,770</b>
<b>TOTAL LIABILITIES AND STOCKHOLDERS' EQUITY</b>	<b>\$ 882,427</b>	<b>\$ 878,567</b>	<b>\$ 812,526</b>	<b>\$ 729,477</b>	<b>\$ 668,612</b>

# Selected Financial Data

## FIVE YEAR SUMMARY OF OPERATIONS

(In Thousands, Except Share Data)

	2012	2011	2010	2009	2008
Interest income	\$ 38,085	\$ 38,293	\$ 39,000	\$ 38,615	\$ 37,238
Interest expense	7,659	9,683	11,340	13,231	14,058
Net interest income	30,426	28,610	27,660	25,384	23,180
Provision for loan losses	420	675	1,255	925	330
Net interest income after provision					
for loan losses	30,006	27,935	26,405	24,459	22,850
Non-interest income	7,233	6,582	6,197	5,959	5,325
Investment securities gains (losses), net	604	334	99	139	(4,089)
Non-interest expenses	19,297	18,409	18,043	18,010	15,957
Income before provision for income taxes	18,546	16,442	14,658	12,547	8,129
Provision for income taxes	4,331	3,610	3,156	2,683	1,224
Net income	\$ 14,215	\$ 12,832	\$ 11,502	\$ 9,864	\$ 6,905
<b>Per share data:</b>					
Net income - Basic (1)	\$ 4.88	\$ 4.36	\$ 3.90	\$ 3.33	\$ 2.33
Net income - Diluted (1)	4.88	4.36	3.90	3.33	2.33
Cash dividends declared (1)	1.58	1.15	1.07	1.00	0.95
Book value (1) (2)	29.27	26.11	22.93	20.12	17.82
Stock dividend	1%	1%	1%	1%	1%
<b>Financial Ratios and Data:</b>					
Return on average stockholders' equity, excluding accumulated other comprehensive income	17.48%	17.86%	18.13%	17.65%	13.51%
Return on average assets	1.62%	1.52%	1.50%	1.42%	1.13%
Dividends as a percent of net income	32.37%	26.30%	27.50%	29.92%	40.77%
Equity to asset ratio	9.26%	8.49%	8.25%	8.02%	8.33%
<b>Loan Quality (dollars in thousands):</b>					
Non-performing assets	\$ 9,189	\$ 10,300	\$ 13,238	\$ 7,057	\$ 3,176
Non-performing loans	\$ 8,573	\$ 9,440	\$ 12,545	\$ 6,755	\$ 2,585
Non-performing assets as a percent of loans, net of unearned income	1.83%	2.11%	2.80%	1.55%	0.73%
Non-performing loans as a percent of loans, net of unearned income	1.71%	1.94%	2.65%	1.48%	0.60%
Year-end allowance for loan losses	\$ 6,784	\$ 6,487	\$ 5,915	\$ 4,888	\$ 4,378
Year-end allowance to total loans	1.35%	1.33%	1.25%	1.07%	1.01%
Year-end allowance to total non-performing loans	79.13%	68.72%	47.15%	72.36%	169.36%

(1) Amounts were adjusted to reflect stock dividends. (2) Calculation excludes accumulated other comprehensive income.

# Selected Financial Data

**2012**  
Year in Review

## CONSOLIDATED QUARTERLY DATA

(In Thousands, Except Share Data)

2012	Three Months Ended			
	Mar 31	Jun 30	Sep 30	Dec 31
Interest income	\$ 9,637	\$ 9,613	\$ 9,474	\$ 9,361
Interest expense	2,079	1,948	1,859	1,773
Net interest income	7,558	7,665	7,615	7,588
Provision for loan losses	105	105	105	105
Non-interest income	1,735	1,716	1,679	2,103
Investment securities gains, net	108	213	240	43
Non-interest expenses	4,855	4,565	4,932	4,945
Income before provision for income taxes	4,441	4,924	4,497	4,684
Provision for income taxes	992	1,171	1,033	1,135
Net income	\$ 3,449	\$ 3,753	\$ 3,464	\$ 3,549
Earnings Per Share - Basic (1)	\$ 1.18	\$ 1.29	\$ 1.19	\$ 1.22
Earnings Per Share - Diluted (1)	\$ 1.18	\$ 1.29	\$ 1.19	\$ 1.22
	Three Months Ended			
2011	Mar 31	Jun 30	Sep 30	Dec 31
Interest income	\$ 9,469	\$ 9,565	\$ 9,613	\$ 9,646
Interest expense	2,533	2,489	2,406	2,255
Net interest income	6,936	7,076	7,207	7,391
Provision for loan losses	225	150	150	150
Non-interest income	1,462	1,653	1,711	1,756
Investment securities gains (losses), net	120	114	117	(17)
Non-interest expenses	4,743	4,679	4,498	4,489
Income before provision for income taxes	3,550	4,014	4,387	4,491
Provision for income taxes	720	867	1,009	1,014
Net income	\$ 2,830	\$ 3,147	\$ 3,378	\$ 3,477
Earnings Per Share - Basic (1)	\$ 0.96	\$ 1.07	\$ 1.15	\$ 1.18
Earnings Per Share - Diluted (1)	\$ 0.96	\$ 1.07	\$ 1.15	\$ 1.18

(1) Amounts were adjusted to reflect stock dividends.

# Selected Financial Data

## TRUST AND INVESTMENT SERVICES FUNDS UNDER MANAGEMENT

(Market Values In Thousands)

	2012	2011	2010	2009	2008
<b>INVESTMENTS:</b>					
Bonds	\$ 18,848	\$ 20,688	\$ 20,503	\$ 21,007	\$ 20,842
Stocks	23,811	21,500	21,700	18,754	14,771
Savings and Money Market Funds	15,521	18,411	14,189	10,396	10,068
Mutual Funds	46,106	32,780	36,617	34,001	26,614
Mortgages	558	723	879	836	1,070
Real Estate	670	570	1,243	931	978
Cash and Miscellaneous	40	-	1	8	4
<b>TOTAL</b>	<b>\$ 105,554</b>	<b>\$ 94,672</b>	<b>\$ 95,132</b>	<b>\$ 85,933</b>	<b>\$ 74,347</b>
<b>ACCOUNTS:</b>					
Trusts	\$ 27,313	\$ 27,485	\$ 29,901	\$ 27,478	\$ 24,345
Guardianships	982	648	1,401	552	857
Employee Benefits	37,588	33,022	33,358	31,781	26,722
Investment Management	39,647	30,623	29,975	25,678	21,995
Custodial	24	2,894	497	444	428
<b>TOTAL</b>	<b>\$ 105,554</b>	<b>\$ 94,672</b>	<b>\$ 95,132</b>	<b>\$ 85,933</b>	<b>\$ 74,347</b>

# Company and Shareholder Information

**2012**  
Year in Review

## ANNUAL MEETING

The annual meeting and luncheon for the shareholders of Citizens Financial Services, Inc. will be held at the Tioga County Fairgrounds Youth Building in Whitneyville, PA on April 16, 2013 at 12:00 noon.

## FORM 10-K

The Annual Report on Form 10-K will be made available upon request or is available through the company's website, [www.firstcitizensbank.com](http://www.firstcitizensbank.com).

## CONTACT

Mickey L. Jones, Treasurer, CPA  
Citizens Financial Services, Inc.  
15 South Main Street  
Mansfield, PA 16933

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## INVESTOR INFORMATION

### Stock Listing:

Citizens Financial Services, Inc. common stock is listed on the OTC Bulletin Board and is traded under the symbol CZFS. For assistance regarding a change in registration of stock certificates, replacing lost certificates/dividend checks, or address changes, please contact Shareholder Services or the Transfer Agent listed below.

### Shareholder Services:

First Citizens Community Bank  
Attn: Gina Marie Boor, AVP  
15 South Main Street  
Mansfield, PA 16933  
Toll free: 800-326-9486  
Telephone: 570-662-2121  
Website: [www.firstcitizensbank.com](http://www.firstcitizensbank.com)  
E-mail: [fccb@firstcitizensbank.com](mailto:fccb@firstcitizensbank.com)

### Transfer Agent:

Broadridge Corporate Issuer Solutions, Inc.  
1717 Arch Street, Suite 1300  
Philadelphia, PA 19103  
Phone: 877-830-4936  
Fax: 215-553-5402  
E-mail: [shareholder@broadridge.com](mailto:shareholder@broadridge.com)

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## MARKET MAKERS

Boenning & Scattergood Inc.  
610-832-1212 and NASDAQ Trading:  
800-842-8928

Pershing, LLC  
201-413-2000

Stifel Nicolaus & Co., Inc.  
314-342-2000

For additional Market Makers, please contact Gina Boor, Shareholder Services, 800-326-9486.

# Company Information



## Board of Directors

### FCCB & CFSI

R. Lowell Coolidge, Esquire, Chairman of the Board  
Randall E. Black, CEO & President  
Rudolph J. van der Hiel, Esquire, Vice Chairman  
Rinaldo A. DePaola, Esquire  
Robert W. Chappell, Esquire  
E. Gene Kosa  
R. Joseph Landy, Esquire  
Mark L. Dalton  
Roger C. Graham, Jr.  
Thomas E. Freeman

## Office Locations

### Board of Directors Directors Emeriti - CFSI

Robert E. Dalton  
Larry J. Croft  
Edward G. Kosa  
Robert J. Landy, Esquire  
John E. Novak  
John M. Thomas, MD  
Richard E. Wilber  
Carol J. Tama

### CFSI Officers

Randall E. Black, CEO & President  
Terry B. Osborne, Secretary  
Robert W. Chappell, Asst. Secretary  
Mickey L. Jones, Treasurer, CPA

### Executive Office

Randall E. Black, CEO & President  
Gina M. Boor, AVP, Shareholder Services

### Retail Banking Services

Jeffrey B. Carr, SVP  
Robin K. Carleton, VP  
Shari L. Johnson, AVP, MO  
Patrick E. Prough, AVP, MO

### Finance

Mickey L. Jones, EVP, COO/CFO  
Stephen J. Guillaume, VP, Controller  
Matthew M. Lundgren

### Marketing & Training

Kathleen M. Campbell, SVP  
Carol L. Burd, VP  
Wendy L. Southard, AVP

### Administrative Services

Cynthia T. Pazzaglia, SVP

### Commercial Banking Services

Jeffrey L. Wilson, SVP  
Erin M. Cole, VP  
Robert P. Fitzgerald, VP  
Wade A. Keiffer, VP  
Christopher S. Landis, VP  
David G. Morris, VP  
Timothy M. Hickey, AVP  
Thomas C. Thompson III  
Michael N. Barrouk, VP  
Brady J. Connolly

### Operations

Terry B. Osborne, EVP  
Ryan M. Allen, VP, CPA  
Allan K. Reed, VP  
Michele E. Litzelman, AVP  
Gregory J. Anna, SVP  
Patricia T. Vlajic, VP  
Melissa A. Cowles, AVP  
Douglas N. Smith, AVP  
Bruce E. Boughton  
Renee P. Davis

### Investments & Trust

Robert B. Mosso, SVP  
Jean A. Knapp, AVP  
Matthew G. Geer, VP  
Christopher W. Lynch, VP  
Robert D. Williams, Jr., VP  
Courtney M. Kline, AVP  
Florence L. Simonis

### Mansfield

15 South Main Street  
Mansfield, PA 16933  
570-662-2121  
Kevin J. Green, AVP  
Kristina M. Bogaczyk  
Amanda M. Seeley  
Talia S. Sattler  
Local Board  
Gary R. Butters  
Christopher D. Jones  
Stephen A. Saunders  
William J. Waldman  
Kevin J. Green

### Blossburg

300 Main Street  
Blossburg, PA 16912  
570-638-2115  
Beth A. Weiskopff, AVP  
Katie J. Haas  
Local Board  
Benjamin F. Jones  
Samuel H. Knipe  
George D. Lloyd  
Susan M. Signor  
Beth A. Weiskopff

### Towanda

111 Main Street  
Towanda, PA 18848  
570-265-6137  
Lorraine F. Brown, AVP  
Pamela Beers  
Local Board  
Roger L. Brown  
Anthony J. Ventello  
Mark Gannon  
Lorraine F. Brown

# Company Information

**2012**  
Year in Review

## Sayre

306 W. Lockhart Street  
Sayre, PA 18840  
570-888-6602  
Cathy C. Pientka, AVP  
Sara L. Antonetti  
Local Board  
Angelo M. Sisto  
Thomas J. McDonald, Jr., MD  
Stephen J. Novak  
Michael J. Yanuzzi  
Cathy C. Pientka

## Sayre

1778 Elmira Street  
Sayre, PA 18840  
570-888-4900  
Cathy C. Pientka, AVP  
Debbie L. Casey  
Local Board (see previous Sayre listing)

## Canton

53 West Main Street  
Canton, PA 17724  
570-673-3103  
Janet E. Holmes, AVP  
Misti L. Machmer  
Local Board  
Randy L. Castle  
John E. Brenchley  
Lester E. Hilfiger  
Janet E. Holmes

## Troy

1133 West Main Street  
Troy, PA 16947  
570-297-2131  
Cassy O. Dygert, AVP  
Kathleen A. Swain  
Local Board  
Glenn D. Gorrell  
Rick Hoover  
John L. Huntington  
Gregory S. Jones  
Betsy L. Seeley  
Byron Wright  
Cassy O. Dygert  
Kathy S. Webster

## Gillett

PO Box 125, 33178 Route 14  
Gillett, PA 16925  
570-596-2679  
Cassy O. Dygert, AVP  
Jennifer L. Steel  
Local Board (see Troy listing)

## Millerton

7352, Route 328  
Millerton, PA 16936  
570-537-2203  
Kathy S. Webster, AVP  
Local Board (see Troy listing)

## Ulysses

502 Main Street  
Ulysses, PA 16948  
814-848-7572  
Phillip D. Vaughn, AVP  
Tonya R. Coursey  
Local Board  
Victor O. Brown, DMD PC  
Terry Gerhart  
Susan S. Kefover  
Jerry R. McCaslin  
Phillip D. Vaughn

## Weis Market

201 Weis Plaza  
Wellsboro, PA 16901  
570-724-4644  
Nancy M. Stamilio

## Wal-Mart

2 WalMart Plaza  
Mansfield, PA 16933  
570-662-8520  
Kevin J. Green, AVP  
Amanda M. Seeley  
Talia S. Sattler

## Rome

847 Main Street  
Rome, PA 18837  
570-247-5100  
Debra S. Donnelly, AVP  
Local Board (see LeRaysville listing)

## LeRaysville

960 Main Street  
LeRaysville, PA 18829  
570-744-2431  
Debra S. Donnelly, AVP  
Shawn S. Russell  
Local Board  
Louis C. Ugliuzza  
Gerald A. Histan  
Martha D. Young  
Richard Jones  
Debra S. Donnelly

## Genesee

391 Main Street  
Genesee, PA 16923  
814-228-3201  
Alaina Knisely, AVP  
Cathryn E. Ransom  
Local Board (see Wellsville listing)

## Wellsboro

1 Pearl Street  
Wellsboro, PA 16901  
570-724-2600  
Diane K. Wilson, AVP  
Deborah L. Meacham  
Lori L. Hamblin  
Local Board  
William A. Hebe, Esquire  
Timothy J. Gooch, CPA  
James K. Stager  
Diane K. Wilson

## Wellsville

10 S. Main Street  
Wellsville, NY 14895  
585-593-7290  
L. Abbie Pritchard, AVP  
Local Board  
Dennis C. Smoker  
Mary Kate Cole  
Michael Finn  
Dale R. Hoffman  
Kevin LaForge  
Gary H. Ransom  
L. Abbie Pritchard  
Alaina F. Knisely

## Lock Haven

### Loan Production Office

220 N. Jay Street  
Lock Haven, PA 17745  
570-748-6072  
Wade A. Keiffer, VP  
Jacob D. Stewart, AVP

### Dallas/ Wilkes-Barre Loan Production Office

1130 Twin Stacks Dr.  
Dallas, PA 18612  
570-674-2601  
Michael N. Barrouk, VP

## Community Offices

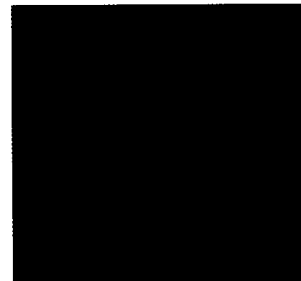
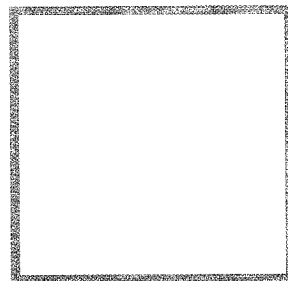
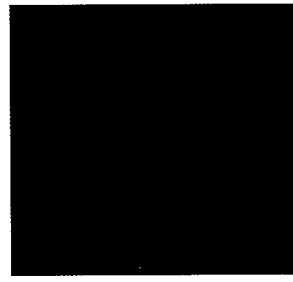
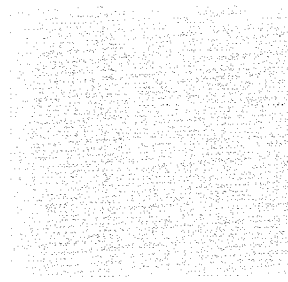
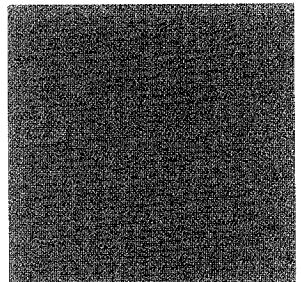
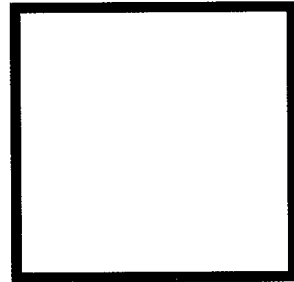
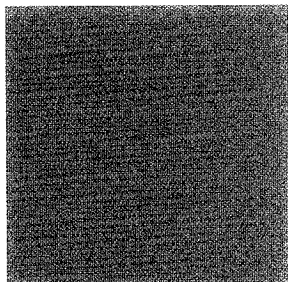
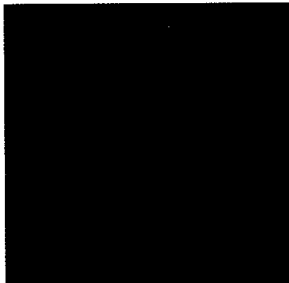
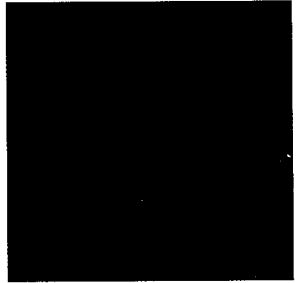
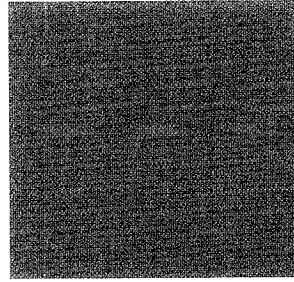
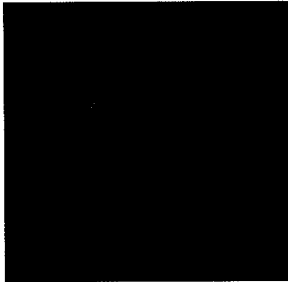
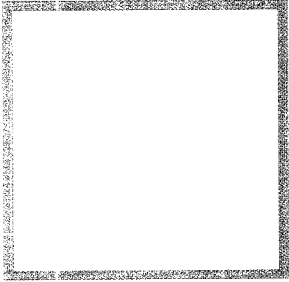
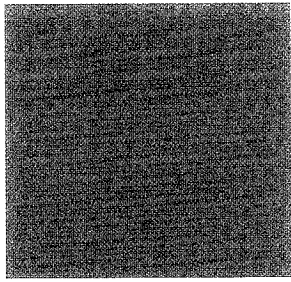
**Toll Free to All Locations**

**800-326-9486**

# CITIZENS

## FINANCIAL SERVICES

INCORPORATED



Citizens Financial Services, Inc.  
15 South Main Street  
Mansfield, Pennsylvania 16933  
570-662-2121  
800-326-9486  
[www.firstcitizensbank.com](http://www.firstcitizensbank.com)

