

NEWS RELEASE

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FirstCity Financial Will Host Its Fourth Quarter 2009 Conference Call on March 30, 2010

Waco, Texas, March 19, 2010..... In conjunction with FirstCity Financial Corporation's (NASDAQ:FCFC) fourth quarter 2009 earnings release, before market open on March 30, 2010, the company invites you to participate in its quarterly conference call on Tuesday, March 30, 2010 at 9:00 a.m. Central Time.

During the call, FirstCity management will discuss fourth quarter 2009 results. A question and answer session will follow the prepared remarks.

Event: FirstCity Financial Corporation 4th Quarter 2009 Conference Call

Date: March 30, 2010

Time: 9:00 a.m. Central Time

Host: James T. Sartain, FirstCity's President and CEO

Web Access: FirstCity's web page - <http://www.fcfc.com/index.htm>

CCBN's Investor websites - www.streetevents.com
www.earnings.com

Dial In Access: Domestic 866-543-6405

International 617-213-8897

Pass Code 97925940

FirstCity Financial Corporation is a diversified financial services company with operations dedicated primarily to distressed asset acquisitions and special situations investments. FirstCity has offices in the U.S. and affiliate organizations in Europe and Latin America. FirstCity common stock is listed on the NASDAQ Global Select Market (NASDAQ: FCFC).