

NEWS RELEASE

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FirstCity Financial Will Host its Second Quarter 2010 Conference Call on August 10, 2010

Waco, Texas, August 3, 2010..... In conjunction with FirstCity Financial Corporation's (NASDAQ:FCFC) Second Quarter 2010 earnings release, before market open on August 10, 2010, the company will host a conference call later that morning at 9 a.m. Central Time.

During the call, FirstCity management will discuss Second Quarter 2010 results. A question and answer session will follow the prepared remarks.

Event: FirstCity Financial Corporation 2nd Quarter 2010 Conference Call

Date: August 10, 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>

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

Dial In Access: Domestic: 800-329-9097

International: 617-614-4929

Passcode: 56501119

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).