



News Release

For information contact:

Lisa Schultz
Chief Communications Officer
CNL Financial Group
(407) 650-1223

**CNL FINANCIAL GROUP CEO TO CHAIR CENTRAL FLORIDA UNITED WAY
CAMPAIGN**

-- Thomas Sittema will head multi-million dollar fundraising effort --

(ORLANDO, Fla.) Sept. 14, 2013 — Thomas K. Sittema, the CEO of CNL Financial Group, has been selected to chair the annual fundraising campaign for the Heart of Florida United Way. The campaign kicks off on Sept. 17 with a fundraising goal of \$18 million. Last year's campaign raised more than \$17.5 million. CNL Financial Group has been involved with United Way for over 20 years.

The Heart of Florida United Way funds 45 health and human services agencies and programs in Central Florida's Orange, Osceola and Seminole counties. The nonprofit organization focuses on programs that improve education, financial stability, health and safety.

"The Heart of Florida United Way focuses on improving education and the health and overall wellness of children and their families, causes that are very near and dear to me," Sittema said. "I am honored to be able to give my time to leading this fundraising effort, which will contribute to improving the lives of hundreds of thousands of individuals and families in Central Florida."

More than 400 Central Florida companies and organizations run workplace campaigns or organize fundraising events to benefit the Heart of Florida United Way. Last year, more than 347,000 people benefitted from a program funded by the Heart of Florida United Way. In 2011, the Heart of Florida United Way was awarded Charity Navigator's highest "Four-Star Rating" for exceeding industry standards in fiscal management and outperforming other charities in its area of focus.

About CNL Financial Group

CNL Financial Group (CNL) is a leading private investment management firm providing global real estate and alternative investments. Since inception in 1973, CNL and/or its affiliates have formed or acquired companies with more than \$28 billion in assets. CNL is headquartered in Orlando, Florida. For more information, visit www.cnl.com.

###