

**Alliance Financial Corporation to Participate in Keefe Bruyette & Woods 10th Annual
Community Bank Investor Conference**

Syracuse, NY, July 20, 2009 - Alliance Financial Corporation (the “Company”) (NASDAQ: ALNC), the holding company for Alliance Bank, N.A., will participate in the Keefe Bruyette & Woods 10th Annual Community Bank Investor Conference being held in New York City. Representatives of the Company are scheduled to deliver a presentation to investors and analysts on July 29, 2009 at 8:30 a.m.

The conference takes place at the Waldorf Astoria, 301 Park Avenue in New York City. A live audio-webcast of the presentation, as well as the materials used in the presentation, will be available via the Internet at: <http://www.kbw.com/news/conferences.html>. The presentation and the webcast may contain forward looking statements and other material information.

Alliance Financial Corporation is an independent financial holding company with Alliance Bank, N.A. as its principal subsidiary that provides retail and commercial banking, and trust and investment services through 29 offices in Cortland, Madison, Oneida, Onondaga and Oswego counties. Alliance also operates an investment management administration center in Buffalo, N.Y., an equipment lease financing company, Alliance Leasing, Inc., and a multi-line insurance agency, Ladd’s Agency, Inc.

Contact: Alliance Financial Corporation
J. Daniel Mohr, Treasurer and CFO (315) 475-4478

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