



# News Release

For information contact:  
Carolyn Gosselin, APR  
CNL Chief Communications Officer  
(407) 540-2505

## CNL Financial Group CEO James M. Seneff Awarded the AFP 2008 Outstanding Philanthropist Award

(ORLANDO, Fla.) November 6, 2008 – CNL Financial Group Inc. Chairman and CEO James M. Seneff Jr. was honored with the Association of Fundraising Professional’s (AFP) 2008 Outstanding Philanthropist award at the 23<sup>rd</sup> Annual National Philanthropy Breakfast, Nov. 6, 2008.

Each year, the Central Florida AFP Chapter honors donors, volunteers and professionals whose gifts of time, expertise and resources contribute significantly to the quality of life in their community.

The Outstanding Philanthropist honor is awarded to an individual or family with a proven record of exceptional generosity, who has demonstrated outstanding civic and charitable responsibility. AFP asserts that showcasing the selflessness of the honoree encourages others to assume philanthropic leadership roles in the community or on a national and/or international level.

Gary Brewer, director of development for the Central Florida Council Boy Scouts of America nominated Seneff. “I can think of no other individual in our community who truly embodies the benevolent spirit of philanthropy that helps to ensure the well being of those in need,” Brewer said. “Mr. Seneff’s real life example of ‘From those to whom much is given, much is expected’ is deeply rooted, not only in his personal life, but also in the corporate culture of CNL.”

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Seneff has a deep and abiding commitment to encouraging and motivating others to improving living conditions by investing in education, entrepreneurship and leadership, and the arts. Through CNL and his own private philanthropic efforts, Seneff has invested millions of dollars in vital community initiatives and organizations, most recently giving \$10 million to the Dr. P. Phillips Orlando Performing Arts Center. In addition to an ongoing charitable commitment Seneff serves as chairman on numerous community boards, taking an active role in shaping the future of Central Florida.

The AFP event acknowledges the entire spectrum of services that the nonprofit, civic and service sectors provide, as well as the profound impact that philanthropy has on the fabric of society. Other honoree categories include Lifetime Achievement, Youth in Philanthropy, Outstanding Philanthropic Corporation, Award for Outstanding Civic and Service Group, Champion for Children, Outstanding Philanthropic Foundation, Outstanding Volunteer Fundraiser and Outstanding Fundraising Professional.

This year's National Philanthropy Day took place on Nov. 6 at the Ritz-Carlton Orlando Grande Lakes from 7:30 am to 9:30 am. The annual event is also a fundraiser for the Central Florida Chapter of the AFP to provide scholarships and educational opportunities to further individual members' professional development. More details about National Philanthropy Day and the list of honorees are available at [www.afpcentralflorida.org/npd](http://www.afpcentralflorida.org/npd).

About CNL Financial Group

Headquartered in Orlando, Florida, CNL Financial Group, Inc. (CNL) is one of the nation's largest privately held real estate investment and development companies. Since its inception in 1973, CNL and its affiliates have formed or acquired companies with more than \$23 billion in assets, including hotel, retail, restaurant, seniors' housing and lifestyle properties.

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