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## **FIRSTTRUST BANK LAUNCHES FAMILY BUSINESS MICRO-WEBSITE**

### **New Micro-site is Part of Firsttrust's Continued Effort to Serve as a Family Business Resource**

**CONSHOHOKEN (July 6, 2009)** – Today Firsttrust Bank, one of the region's only remaining family-owned banks, launched a dedicated micro-site to serve as a resource for family businesses throughout the Greater Philadelphia region. The micro-site will provide much needed resources for family businesses including podcasts, economic impact survey results and business advice such as how to develop a business plan, manage finances, get credit and build your brand. The site is located at <http://www.firsttrust.com/Family-Business-Banking/276/>.

“As a third-generation family company celebrating its 75<sup>th</sup> anniversary we know what is involved with running a successful family business,” said Richard J. Green, Chief Executive Officer of Firsttrust Bank. “We understand the unique challenges and needs of this crucial market segment, and in honor of our 75<sup>th</sup> anniversary we wanted to unveil an additional resource that our customers can utilize, in addition to the assistance and guidance of our family business banking experts.”

The micro-site is the most recent development in Firsttrust's continued effort to support family-owned businesses throughout the region. In 2006 Firsttrust Bank partnered with the Greater Philadelphia Chamber of Commerce to launch a new initiative to support the development and growth of businesses in the region called Family First. The Family First programs and events focus on topics that are relevant to family businesses. The new micro-site will also host podcasts of future Family First programs that business owners can access online.

Firsttrust is also a sponsor of the Greater Philadelphia Chamber of Commerce's 2009 Excellence Awards for Small Businesses, which in part recognizes successful family-owned businesses. Firsttrust Bank continues to sponsor the award for Family Business of the Year in order to commend family-businesses for their efforts and encourage them to continue to make a positive impact in their communities.

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### **About Firsttrust Bank**

Founded in 1934 and currently in its third generation of ownership, Firsttrust is a privately-held bank with assets of \$2.6 billion. Firsttrust is a Small Business Administration (SBA) preferred lender, and provides both retail and commercial services through its 24 banking offices located in Bucks, Burlington, Chester, Lehigh, Montgomery and Philadelphia counties. Continuing to meet the needs of its customers, Firsttrust offers a wide variety of deposit products, consumer and business loan options, commercial real estate mortgages and cash-management products. For more information, visit [www.firsttrust.com](http://www.firsttrust.com) or call 800-220-(2265) BANK.