



**FOR IMMEDIATE RELEASE**

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## **FIRSTTRUST BANK LAUNCHES NEW SAVINGS-BASED CHECKING LINE**

### **Unique Products Offer Discounts on Travel, Entertainment, Dining and Identity Protection for Customers**

**CONSHOHOCKEN, PA (March 26, 2009)** – Firsttrust Bank recently launched a new line of checking accounts with discounts on travel, entertainment, dining, pharmacy and vision products. The new checking line also gives customers identity theft protection. The new checking products are now available and starting to attract the attention of current and new customers.

“In today’s economy everyone is looking for ways to spend less and save more,” said Timothy J. Abell, president and chief operating officer of Firsttrust Bank. “We are excited to provide these membership checking accounts with added-value benefits to all of our customers.”

The new line of checking products reflect customers’ lifestyles and includes bank benefits such as free checks and free VISA<sup>®</sup> debit card, as well as free internet banking and bill pay. Member Benefits include local and national dining and shopping savings; travel, hotel and recreation savings; pharmacy, vision and hearing savings; payment card protection; six months of free identity guard and identity theft restoration service. Accessing the savings benefits is easy: customers simply log on the Member Headquarters website where they print coupons, or they can show their Member Headquarters card to participating merchants, or they can call a toll-free number and receive a printed directory of current savings offers.

“One of the strongest aspects of this new Member Benefits program is the identity theft protection it offers our customers,” said Mr. Abell. “For 75 years, Firsttrust Bank’s first priority

has been the stewardship of our customer's savings, while earning and maintaining their trust. Unfortunately, identity theft has become an increasing problem with as many as 9.9 million Americans a year becoming victims. It takes them, on average, 75 hours and \$1,200 to restore their identity. These new accounts ensure our customers will have access to the best protection in the region and the best assistance if they fall victim to identity theft." Member Benefits offer customers reimbursement of up to \$1,000 in identity recovery costs.

The services and discounts described are provided through Member Headquarters Association or its third-party service providers. Member Headquarters Association is an independent entity not affiliated with Firstrust Bank.

For more information on Firstrust's new checking products, please stop in to one of Firstrust's 24 branches, call the Customer Care Center at 800-220-BANK or visit [firstrust.com](http://firstrust.com).

### **About Firstrust Bank**

Founded in 1934 and celebrating its 75<sup>th</sup> anniversary under its third generation of family ownership, Firstrust is a privately-held bank with assets of \$2.6 billion. Firstrust 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, Firstrust offers a wide variety of deposit products, consumer and business loan options, commercial real estate mortgages and cash-management products. For more information, visit [firstrust.com](http://firstrust.com) or call 800-220-BANK (2265).

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