



FOR IMMEDIATE RELEASE

Contact: Rebecca Morley
(215) 568- 2525
rmorley@devinepowers.com

FIRSTTRUST ANNOUNCES CHANGES IN BRANCH MANAGEMENT

***Pam Harty Promoted to Yardley Branch Manager;
Holly Stillman Hired as Assistant Vice President and Manager of Doylestown Branch***

PHILADELPHIA, PA (September 2, 2010)- Firsttrust Bank announced today the promotion of Pam Harty to Yardley Branch Manager, and the appointment of Holly Stillman as Assistant Vice President and Manager of its Doylestown Branch. While Ms. Harty moves up in rank at the Yardley branch, Ms. Stillman is new to the Firsttrust family.

Ms. Harty began her Firsttrust career in 2001 as the Yardley Branch Service Manager. Ms. Harty's previous positions allowed her to build more than 30 years of experience in management, sales, and banking. She has proven her ability to lead the Yardley branch by exceeding branch goals, expanding the customer base, and increasing branch activity in the local community. Ms. Harty was recently a recipient of the President's Award for outstanding customer service.

Ms. Stillman, a University of Pennsylvania graduate, joins Firsttrust with 15 years of experience in sales, banking and management. Most recently, Ms. Stillman was a District Manager in New York and New Jersey for Swarovski. Prior to her work with Swarovski, Ms. Stillman built her banking background as the Regional Vice President for The Bank in Cherry Hill, and as the Atrium's Branch Manager for Commerce Bank.

"Our branch managers are key building blocks to our company's success, and they play a particularly important role in maintaining excellent relationships with our customers and local communities," said Terry D'Alessandro, Executive Vice President and Director of Community Banking. "We congratulate both Pam and Holly on their accomplishments, and know they will lead their branches to reach new heights in their new positions."

About Firsttrust Bank

Founded in 1934 and currently in its third generation of ownership, Firsttrust is a privately-held bank with assets of \$2.4 billion. Safe and Sound for more than 75 years, 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 firsttrust.com or call 800-220-BANK

###