

**FOR IMMEDIATE RELEASE**

## **Mangos Selected by Firsttrust Bank as Strategic Marketing Partner**

*Philadelphia-area ad agency will help build awareness and preference for 3rd generation community bank.*

**Malvern, PA, September 9, 2010** - - Mangos, a full service advertising agency, has been named Agency of Record for Firsttrust Bank, the family-owned, privately-held bank serving retail and business customers throughout the Delaware Valley.

Mangos will provide strategic counsel and support Firsttrust's marketing department with overall communications efforts. Kathy Fallon, Senior Vice President of Marketing for Firsttrust, cited strategic expertise and results-driven creative as the reasons for choosing Mangos, stating "They have a demonstrated track record of building brands and getting results and they are the kind of marketing partner that will help us continue to be successful."

Bradley Gast, President of Mangos, remarks "We are proud to be selected by such a long-standing, well-respected banking organization and are eager to help Firsttrust increase awareness and solidify its position in the communities it serves."

### **About Mangos**

Mangos is a full-service advertising agency, independently owned since 1977. Clients around the world turn to them to make complex business issues simple, human and relevant. Mangos has earned a reputation for creating award-winning work that delivers proven results.

Samples of Mangos portfolio can be viewed at [www.mangosinc.com](http://www.mangosinc.com).

### **About Firsttrust Bank**

Founded in 1934, Firsttrust is a privately-held, family-owned 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](http://firsttrust.com) or call 800-220-BANK.

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