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FIRSTRUST ANNOUNCES 2ND ANNUAL “PHILLY’S BUSINESS FIRST AWARDS”

Grand Prize Winner Receives \$15,000 To Split with a Charity of Their Choice

CONSHOHOCKEN, PA, October 2, 2013 –Firstrust Bank announces the start of its 2nd Annual *Philly’s Business First Awards* which shines a spotlight on local businesses making a positive difference as nominated and voted on by the public. Through this competition, Firstrust will recognize businesses that have displayed excellent business values.

“This contest has been designed to recognize businesses with exemplary performance which have served as agents of change and growth in our community,” said Richard J. Green, C.E.O. and Vice Chairman of Firstrust Bank. “There are a lot of businesses who earn the trust of their communities every day and we look forward to shining a spotlight on their great efforts with Philly’s Business First Awards.”

Unlike other business awards, the *Philly’s Business First Awards* allow the public to nominate and vote on the businesses that positively impact their communities. Last year over 400 area businesses were nominated and more than 4,500 votes were cast for Philadelphia area businesses. Frankel & Kershenbaum, last year’s grand prize winner, generously donated their grand prize of \$10,000 to Autism Speaks. Due to the generosity of last year’s winner, this year the winners will all choose a charitable partner with whom to split their prize money.

Prizes will include:

- **Grand Prize (1):**
 - \$15,000 prize to split with a charity of their choice.
 - One ad featuring their business in a local newspaper
 - Free mass media advertising
 - Free financial consultation for their business
 - Mention on Firstrust website, BizFirstAwards.com, and on Facebook.com

- **Runners Up (2):**
 - \$5,000 to split with a charity of their choice.
 - Free financial consultation for their business
 - Mention on Firstrust website, BizFirstAwards.com, and on Facebook.com

- **Honorable Mention (5)**
 - \$1,000 to split with a charity of their choice.
 - Mention on Firstrust website, BizFirstAwards.com and on Facebook.com

How to Participate:

Participants can self-nominate their own business, or can nominate another business. Entries will be accepted until November 15, 2013.

Once the nomination period is closed, a panel of judges will determine the top 10 finalists, which will be announced on the Firsttrust website www.firsttrust.com, the awards website www.bizfirstawards.com and on Facebook.

On January 6, 2014 the final winners will be announced.

About Firsttrust Bank

Founded in 1934 and currently in its third generation of family ownership, Firsttrust is a privately-held bank with assets of \$2.5 billion. Safe and Sound for more than 79 years, Firsttrust is a Small Business Administration (SBA) preferred lender, and provides both retail and commercial services through its 20 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, residential and commercial real estate mortgages and cash-management products. For more information, visit firsttrust.com or call 800-220-BANK. Member FDIC.

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