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**SHOW YOUR PRIDE AND COMPASSION, AND YOU COULD WIN TICKETS TO
THE DECEMBER 11 ARMY-NAVY GAME**

***Firsttrust Launches Hometown Heroes Sweepstakes While Accepting Donations
for Travis Manion and Colby Umbrell Foundations***

PHILADELPHIA, PA (November 11, 2010) - To celebrate Veteran's Day and our Armed Forces, Firsttrust Bank's Doylestown branch is excited to announce the Hometown Heroes sweepstakes for the December 11, 2010 Army-Navy Game. Two lucky winners will each win four luxury box tickets to the Army-Navy football game in Philadelphia next month. While visiting the branch to enter the sweepstakes, Firsttrust is encouraging participants to make donations to either of the two foundations created in honor of Marine 1st Lieutenant Travis Manion and Army Lieutenant Colby Umbrell.

Travis Manion was a Navy Marine Corps Officer and Colby Umbrell was an Army Lieutenant and an Army Airborne Ranger. Each family made the decision to honor their fallen son by creating a foundation in his honor. The Travis Manion Foundation assists wounded veterans and families of fallen heroes in a variety of ways including offering survivor support, awarding an annual scholarship to LaSalle College High School, and funding fellowships for community service for wounded veterans. The 1st Lt. Colby Umbrell Memorial Fund provides scholarships to students who play football at Central Bucks East High School, known as the Bronze Star Scholarship.

"These two young men gave their lives for our country. It is a privilege to play a small part in remembering them and all they gave to both the Doylestown community and our country," said Holly Stillman, Firsttrust's Doylestown Branch Manager. "We hope this free drawing will raise awareness and money for each foundation, as well as shine additional light on their amazing sacrifice."

The prize in Firsttrust's Army-Navy Game sweepstakes is eight luxury box seats to the December 11 Army-Navy Game. Two winners will be selected, one by the Manion Family and the other by the Umbrell family, and each winner will be awarded four 50-yard line luxury box seats. People interested in entering the free drawing can come into Firsttrust's Doylestown branch between 9 a.m. and 4 p.m., Monday through Friday, or 9 a.m. to 1 p.m. on Saturdays, during the sweepstakes period, November 12 - December 8. No purchase or donation is necessary to enter the sweepstakes, but participants are encouraged to make a donation to one or both of the foundations. The winners will be drawn at a Tailgate Party on Thursday, December 9 at 10 a.m. at the Firsttrust Doylestown branch, 288 S. Main Street. For complete sweepstakes rules, please visit the Firsttrust website at www.firsttrust.com/hometownheroes.

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From now until game day, Firsttrust's Doylestown Branch personnel will show support for the two fallen heroes by wearing Army and Navy shirts and will be giving away memorial footballs to those who donate. For more information, please contact Doylestown Branch Manager Holly Stillman at (215) 340-0069.

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.

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