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## **FIRSTRUST ANNOUNCES “PHILLY’S BUSINESS FIRST AWARDS”**

### ***Grand Prize Winner Gets a \$10,000 Investment***

**CONSHOHOCKEN, PA, October 9, 2012** – Today, Firstrust Bank announced the launch of *Philly’s Business First Awards* which will help shine 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 exemplary 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.”

#### **Prizes will include:**

- **Grand Prize (1):**
  - \$10,000 grant to invest in their business
  - One ad featuring their business in a local newspaper
  - Free mass media advertising
  - Free financial consultation for their business
  - Mention on Firstrust website
  
- **Runners Up (2):**
  - \$2,000 grant to invest in their business
  - Free financial consultation for their business
  - Mention on Firstrust website
  
- **Honorable Mention (7):**
  - \$1,000 grant to invest in their business
  - Mention on Firstrust website

#### **How to Participate:**

Participants can self-nominate their own business, or can nominate another business. Entries will be accepted until October 26, 2012.

Once the nomination period is closed, a panel of judges will determine the top 10 finalists, which will be announced on the awards website on [www.bizfirstawards.com](http://www.bizfirstawards.com). On October 29, 2012, the final winners will be announced. Free financial consultation for their business

### **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 78 years, Firsttrust is a Small Business Administration (SBA) preferred lender, and provides both retail and commercial services through its 22 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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