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Firsttrust Bank redefines personal

New campaign illustrates bank's unique approach.

CONSHOHOCKEN, May 23, 2011 - When people hear the phrase, "Don't take this personally," what is the first thing they prepare for? They prepare to take it personally. For Firsttrust, *everything is personal* when it comes to its customers, and that is a principal the company has stood by for more than 76 years. On May 23, 2011, Firsttrust will launch a major branding campaign that will illustrate this customer promise.

As a third generation family-owned and managed bank with founding roots in the region, Firsttrust has been guided by a very simple but very profound understanding that everything is personal. Firsttrust knows what is at stake for its customers, whether it's a new kitchen, a growing business, or starting a new project.

"My family is personally vested in this bank and for the past 76 years we've been taking it personally every single day," said Richard J. Green, Vice Chairman and CEO of Firsttrust. "I am thrilled with this new brand campaign because it captures the essence of who we are, and I believe it will resonate with our long-time customers."

The new campaign will appear in print, on billboards, regional rail, online and on select radio stations throughout the region, and will also be reflected in all Firsttrust branch locations. The campaign was developed by Mangos of Malvern "When we got to know the folks at Firsttrust, we discovered firsthand that three generations of commitment to each customer's prosperity was about as personal as it can get. We couldn't be more excited to help Firsttrust tell their story," said Bradley Gast, Mangos' President and CEO.

About Firsttrust Bank:

Founded in 1934 and currently in its third generation of family ownership, Firsttrust is a privately-held bank with assets of \$2.4 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, 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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