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Contact: Rebecca Morley

rmorley@deviepowers.com

Phone: 215-568-2525

**FIRSTRUST ANNOUNCES THREE NEW BRANCH MANAGERS
FOR RITTENHOUSE SQUARE, CHALFONT AND YARDLEY**

CONSHOHOCKEN, PA (February 8, 2011) - Terry D' Alessandro, Executive Vice President, Director of Community Banking, announced today that three new managers have joined Firstrust: Lynn Phelps has joined Firstrust as the bank's new Chalfont Branch Manager; Kelly Beauparlant is joining Firstrust as the new Yardley Branch Manager; and Michael Goldberg has been appointed as the new Branch Manager of the Rittenhouse location.

Lynn Phelps holds her Series 6 and 63 licenses and has served as the Treasurer of the Doylestown Business & Community Alliance. She brings more than 12 years of sales, banking and management experience to Firstrust and began her banking career as Assistant Manager and Investment Associate for Sovereign Bank. She was then appointed to Assistant Vice President, Branch/Cluster Manager in Doylestown. During her tenure at Sovereign, she consistently received the Top Performer Award and President's Club honors in recognition of her consistently strong performance.

Kelly Beauparlant brings 11 years of banking and management experience to Firstrust. Most recently, she was an Assistant Vice President, Bank Manager for Sovereign Bank in Langhorne. Prior to her work at Sovereign, Ms. Beauparlant worked as a Business Banking Representative, Banking Officer and Assistant Manager for Citizens Bank in Philadelphia. She is currently on the Board for the Middletown Community Foundation and a member of Yardley's LeTip.

Michael Goldberg has more than 20 years of sales, financial and management experience. Mr. Goldberg previously worked as Vice President of Sales and Marketing for Sir Lancelot Courier and Delivery Service. Most of Mr. Goldberg's experience in the financial service industry comes from his time working with Flynn Options Trading as an Equity Options Specialist and Market Maker on the Philadelphia Stock Exchange floor. He is currently a board member of the Richie Ashburn Foundation.

"These three individuals have exceptional credentials and proven track records of success in their careers," said Terry D' Alessandro, Executive Vice President, Director of Community Banking. "We hope this will be a year of great growth for Firstrust, and we know Lynn, Kelly and Michael will be integral to achieving that goal."

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About Firstrust Bank:

Founded in 1934 and currently in its third generation of ownership, Firstrust is a privately-held bank with assets of \$2.3 billion. Safe and Sound for 75 years, Firstrust 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, Firstrust offers a wide variety of deposit products, consumer and business loan options, commercial real estate mortgages and cash-management products. For more information, visit firstrust.com or call 800-220-BANK. Member FDIC.

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