



FOR IMMEDIATE RELEASE

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**FIRSTTRUST ANNOUNCES CALL FOR ENTRIES FOR
41st ANNUAL SAMUEL A. GREEN SCHOLARSHIP PROGRAM**

Seeking High School Seniors to be Awarded Up to \$70,000 in Scholarships

CONSHOHOCKEN, PA, (March 25, 2010) – Firsttrust Bank announced today a call for entries for its 41st annual Samuel A. Green Scholarship Program. The program offers college-bound high school seniors the opportunity to compete for a share of \$70,000 in academic scholarships by completing a 250-word written essay or by creating an original three-to-five minute video essay.

“Throughout the 41 years of this scholarship program, we’ve found that the students who enter are concerned about helping their neighbors and bringing prosperity to their local communities, just like Firsttrust. They want their education to have meaning and to have an impact on society,” said Richard J. Green, Chief Executive Officer and Vice Chairman of Firsttrust.

High school graduating seniors from public, private, parochial and charter schools within Firsttrust’s market area who plan to attend a four-year accredited college or university are eligible to submit a written *or* video essay about how they will use a college education to help promote prosperity in their community.

Mr. Green continued, “Times have certainly changed and living in a technology-driven world, we understand that students have become increasingly savvy and use technology to communicate their ideas. We are enthusiastic about providing an opportunity for students to submit video essays as well as written entries.”

Applying for the Samuel A. Green Scholarship Program

Video Submission: Create an original video between three and five minutes in length, and using a script no longer than 250 words on the subject “How my college education will help me cultivate prosperity in my neighborhood/community.” No use of another party’s copyrighted material will be allowed, and any entrant that does not follow this rule has the right to be disqualified. To submit a video, upload your video to www.FirsttrustSAGscholarship.com. Video scripts must be accompanied by a completed application and mailed to Firsttrust SAG Scholarship Program, 15 East Ridge Pike, 4th Floor, Conshohocken, PA 19428.

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Written Essay Submission: Students may submit their essays of 250 words or less, typewritten in a 12-point font with 1-inch margins on the theme “How my college education will help me cultivate prosperity in my neighborhood/community.” Essays must be accompanied by a completed application and mailed to Firsttrust SAG Scholarship Program, 15 East Ridge Pike, 4th Floor, Conshohocken, PA 19428.

Only one essay will be judged per student in either the written or video category, and students may not be considered for a scholarship in more than one category. For more information or to download an application please visit www.firsttrust.com/scholarship. Applications will also be available in Firsttrust branch locations. Application submissions are due on or before Thursday, April 22, 2010.

“Giving back to the community and providing an opportunity for young people to earn a high quality education are extremely important to Firsttrust,” said Mr. Green. “The Samuel A. Green Scholarship Program, named for Firsttrust’s founder and my grandfather, is our way of easing the costs of college and giving them the chance to pursue their dreams much like my grandfather did in 1934.”

About The Samuel A. Green Scholarship Program

The Samuel A. Green Scholarship Program was named in loving memory of Firsttrust Founder Samuel A. Green, who was a staunch believer in encouraging young people to pursue their education and fulfill their life dreams. In the spirit of his legacy, the Program has awarded hundreds of thousands of dollars in scholarships to more than 900 students. Last year’s scholarship winners were chosen from more than 300 applicants from the region.

About Firsttrust Bank

Founded in 1934 and currently in its third generation of ownership, Firsttrust is a privately-held bank with assets of \$2.3 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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