June 22, 2012

Photo Release -- WSFS Opens Doors at New Lantana Branch

WILMINGTON, Del., June 22, 2012 (GLOBE NEWSWIRE) -- WSFS Financial Corporation (Nasdaq:WSFS), the parent company of WSFS Bank, today marked the official opening of its new Lantana Branch with a ribbon cutting ceremony. The Lantana Branch — WSFS Bank's 41st branch — is located at 6274 Limestone Road in Hockessin. Delaware.

A photo accompanying this release is available at http://www.globenewswire.com/newsroom/prs/?pkgid=13413

"WSFS Bank is thrilled to add our 23rd location serving New Castle County," said Rick Wright, Executive Vice President of Retail Banking & Marketing for WSFS Bank. "This branch further fills out our branch network and helps us deepen our roots to better serve the neighborhoods and businesses in the Hockessin, greater Newark and Landenberg, Pennsylvania areas."

Dedicated to world-class service, WSFS Bank's Lantana Branch will include a coffee bar, drive-up teller, extended banking hours and full-service ATM. It will provide another convenient location for Customers in the community as well as complement the services offered at WSFS Bank's other area branches including Pike Creek, Hockessin and the new Midway Regional Headquarters & Branch (4601 Kirkwood Highway) in Wilmington, Delaware, which officially opened June 14, 2012.

Grand opening celebrations for Midway and Lantana are being held on Saturday, June 23 from 11 a.m. to 3 p.m. Open to the public, the celebrations will feature boardwalk-themed music, food, games and prizes. In addition, Customers who are participating in the "Branch Opening Adventure Contest" can submit their completed game board for a chance to win a new iPad. All submitted game boards will be compiled together and five winners will be chosen at random on or before June 30, 2012.

About WSFS Financial Corporation

WSFS Financial Corporation is a multi-billion dollar financial services company. Its primary subsidiary, WSFS Bank, is the oldest, locally-managed bank and trust company headquartered in Delaware with $4.3 billion in assets on its balance sheet and $11.8 billion in fiduciary assets, including approximately $1.0 billion in assets under management. WSFS operates from 52 offices located in Delaware (42), Pennsylvania (8), Virginia (1) and Nevada (1) and provides comprehensive financial services including commercial banking, retail banking and trust and wealth management. Other subsidiaries or divisions include Christiana Trust, WSFS Investment Group, Inc., Cypress Capital Management, LLC and Cash Connect. Serving the Delaware Valley since 1832, WSFS is the seventh oldest bank in the United States continuously operating under the same name. For more information, please visit www.wsfsbank.com.

The photo is also available via AP PhotoExpress.


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Sharing in the ribbon cutting ceremony are (left to right). Rick Wright, WSFS Bank Executive Vice President, Retail Banking and Marketing; Barbara Palmore, WSFS Bank Lantana Branch Retail Office Manager; James A. Wolfe, President, Delaware State Chamber of Commerce; Shari A. Kruzinski, WSFS Bank Senior Vice President, Regional Manager; Fran Swift, President, GHADA (Greater Hockessin Area Development Association); Anthony Guzzo, President, Hockessin Fire Company; Mark Blake, Former President, GHADA