

PRESS RELEASE**FOR IMMEDIATE RELEASE**

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Media Contact: Stephanie A. Heist
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sheist@wsfsbank.com**WSFS NAMES NEW DIRECTOR OF TRUST SERVICES**

WILMINGTON, Del. — WSFS Financial Corporation (NASDAQ/GS: WSFS), the parent company of WSFS Bank, today announced that Deborah A. Markwood, CFP®, and Vice President and Business Development Officer for WSFS Wealth Strategies has been promoted to Senior Vice President and Director of Trust Services.

Ms. Markwood joined WSFS in August 2008 with over 20 years experience in business development for trust and investment services. She oversees all business development activities for WSFS Wealth Strategies throughout Delaware and southeastern Pennsylvania.

In addition to her business development activities, Ms. Markwood will assume the role of Director of Trust Services, utilizing her expertise to provide trust and estate services for WSFS customers.

“We are thrilled to have Deb expand her role to provide high-touch responsiveness and service to help our clients manage their assets and ensure an impartial, seamless transfer of wealth,” said Richard J. Immesberger, Executive Vice President of WSFS Wealth Strategies.

Ms. Markwood graduated Summa Cum Laude with a Bachelor of Science in Business Management and Marketing from Wilmington University and is a graduate of the Cannon Financial Institute Personal Trust School. Ms. Markwood currently serves on the Board of Directors of Autism Delaware. She is also a member of the Estate Planning Council of Delaware, the Southern Delaware Estate Planning Council and the Delaware County, Pennsylvania Estate Planning Council.

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WSFS Names New Director of Trust/Page 2**About WSFS Financial Corporation**

WSFS Financial Corporation is a \$3.6 billion financial services company. Its primary subsidiary, Wilmington Savings Fund Society, FSB (WSFS Bank), operates 37 retail banking offices located in Delaware and Pennsylvania, as well as four loan production offices in Dover and Lewes, Delaware; Blue Bell, Pennsylvania and Annandale, Virginia. WSFS Bank provides comprehensive financial services including personal trust and wealth management. Other subsidiaries include WSFS Investment Group, Inc. and Montchanin Capital Management, Inc. Founded in 1832, WSFS is one of the ten oldest banks in the United States continuously operating under the same name. For more information, please visit the Bank's website at www.wsfsbank.com.

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