



Furry Friend Face-Off: Celebrity Judges Announce Winners of WSFS Bank's 3rd Annual Pet Photo Contest

ADVISORY, Oct. 3, 2011 (GLOBE NEWSWIRE) --

WHAT: **WSFS Bank** will announce the winners of its 3rd Annual Pet Photo Contest at a celebratory special event on Thursday, October 6, 2011. Celebrity judges — **Matthew Denn** (Lieutenant Governor, Delaware), **Spencer Graves** (Host, 93.7 WSTW's "The Wakeup Crew") and **Rocky Bluewinkle** (Mascot, Wilmington Blue Rocks) — will present prizes to the winners in three categories including "Best in Show," "Most Personality," and "Kids & Pets." WSFS Bank will also present a check for **\$2,100** to the **Delaware Humane Association**.

WHO: The open-to-the-public event will gather together members of the community, WSFS Associates, friends and pets including:

- **Rick Wright**, Executive Vice President of Retail Banking & Marketing, WSFS Bank
- **Celebrity Judges:** Matthew Denn, Lieutenant Governor, Delaware; Spencer Graves, Host, 93.7 WSTW's "The Wakeup Crew"; Rocky Bluewinkle, Mascot, Wilmington Blue Rocks
- **Patrick Carroll**, Executive Director, Delaware Humane Association
- **Pet Contest Winners**

WHEN: **Thursday, October 6, 2011**
2:00 - 4:00 PM
2:45 - 3:00 PM — First place winners announced, check presentation & photo-ops

WHERE: **WSFS Bank's Fox Run Branch**
210 Fox Hunt Drive
Bear, DE 19701

DETAILS: Throughout August 2011, over **1,400 Customers and non-customers** across WSFS's branch network entered their adorable pet photos at branches and online for a chance to win one of three grand prizes. Each winning pet will receive a \$250 Concord Pet Foods & Supplies gift card, blue ribbon and trophy. Through the Annual Pet Contest, WSFS Bank connects with the residents in their communities and supports the Delaware Humane Association by donating \$1 for every personal or business checking account opened during the contest.

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 \$4.2 billion in assets on its balance sheet and \$9.3 billion in fiduciary assets, including approximately \$1.0 billion in assets under management. WSFS has 49 offices located in Delaware (39), 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.

CONTACT: Stephanie Heist

(302) 571-5259

sheist@wsfsbank.com