

**PRESS RELEASE****FOR IMMEDIATE RELEASE****Media Contact:** Stephanie A. Heist  
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**WSFS LAUNCHES PET CONTEST  
AND SUPPORTS THE DELAWARE HUMANE ASSOCIATION**

**WILMINGTON, Del.** — WSFS Financial Corporation (NASDAQ/GS: WSFS), the parent company of WSFS Bank, today announced the beginning of a three-week long contest across its 37 branch network to find the cutest pet in the Delaware Valley.

Coupled with the contest to find the cutest pet, for every checking account opened at any WSFS Bank branch from July 13 – 31, 2009, WSFS will donate \$1 to the Delaware Humane Association (DHA).

Customers and non-customers alike who submit a current photograph of their favorite pet will be entered to win a \$250 gift certificate to Concord Pet Food & Supplies, a professional photo shoot, taken by *Little Nest Portraits* and their pet will be featured on an upcoming direct mail piece sent to 200,000 households. The winner will be selected by the DHA in early August.

“Partnering with the DHA, an incredibly worthy organization, as well as other local businesses and customers, is an amazing opportunity for us to reach out to so many people and their pets,” said Richard M. Wright, Executive Vice President of Retail Banking & Marketing. “Over half of WSFS Associates spend time volunteering and this contest is an avenue to further engage Associates in our community involvement and drive additional awareness for a great cause.”

To submit photos or get additional information refer to the terms and conditions of the contest by visiting your local WSFS banking office from July 13 – July 31, 2009.

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WSFS launches pet contest and supports the Delaware Humane Association/page 2

**About WSFS Financial Corporation**

WSFS Financial Corporation is a \$3.5 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 three loan production offices in Dover, 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., Montchanin Capital Management, Inc. and 1<sup>st</sup> Reverse Financial Services, LLC. 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](http://www.wsfsbank.com).

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