



WSFS Bank Launches State-Of-The-Art Website

WILMINGTON, Del., April 28, 2008 (PRIME NEWSWIRE) -- WSFS Financial Corporation (Nasdaq:WSFS), the parent company of WSFS Bank, announced the launch of the new www.wsfsbank.com. The website was designed in partnership with Digital Eye Internet Solutions, a Wilmington-based Internet firm, to be user-friendly with intuitive navigation and enhanced functionality.

In addition to a new look, the site has enhanced service tools, including, "Your Perfect Match™." This personal checking account quiz assists consumers in selecting the checking account that best fits their needs. The website also has extended features like loan payment calculators and will soon have the capability to open accounts online. Within weeks of the launch, consumers will be able to open checking accounts, savings accounts, money markets and CDs through a secure online portal.

The new website has been orchestrated over the past several months to incorporate advanced technology to bring ease of use and security to WSFS Bank customers. Additionally, WSFS Online Banking & Bill Pay allows customers instant access to manage their accounts and pay their bills online in a secure and protected environment.

"This new website is evidence that WSFS Bank has a strong commitment to service and ensuring a consistent experience for our customers across all delivery channels," said Tina Tozour, Vice President of Marketing for WSFS Bank. "Our banking offices provide extended hours and are continually being updated and we believe our new site is now closer aligned to our service model."

In an effort to constantly deliver Stellar Service to our customers, the Bank has increased content on the website, as well as focused its efforts on creating an atmosphere online that is convenient and interactive. Frequent updates and enhancements will be made to the site and its functionality in an attempt to further improve the customer experience.

About WSFS Financial Corporation

WSFS Financial Corporation is a \$3.2 billion financial services company. Its principal subsidiary, Wilmington Savings Fund Society, FSB, currently operates 29 retail banking offices in all three counties in Delaware, as well as Chester and Delaware Counties in Pennsylvania, providing full banking services including wealth management and personal trust services. 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 <http://www.wsfsbank.com>.

CONTACT:

WSFS Financial Corporation
Stephanie Arnold
(302) 571-5259
sarnold@wsfsbank.com

Source: Globe Newswire (April 28, 2008 - 5:14 PM EDT)

News by QuoteMedia
www.quotemedia.com