



## Furry Friend Face-Off: WSFS Launches 3rd Annual Pet Photo Contest to Support the Delaware Humane Association

WILMINGTON, Del., Aug. 1, 2011 (GLOBE NEWSWIRE) -- WSFS Financial Corporation (Nasdaq:WSFS), the parent company of [WSFS Bank](#), today announced the details of its 3<sup>rd</sup> Annual Pet Photo Contest. Throughout the month of August, customers and non-customers across WSFS's branch network are encouraged to share their adorable pet photos for a chance to win one of three grand prizes. Photographs can be submitted at any of WSFS's 39 branches or online at [www.wsfspetcontest.com](http://www.wsfspetcontest.com).

"The WSFS Pet Photo Contest is loved by our Customers and Associates," said Rick Wright, Executive Vice President of Retail Banking & Marketing. "Through this fun celebration, we are able to connect with the residents in our communities and support a wonderful organization, the Delaware Humane Association, which ensures the welfare of Delaware's animals."

This year, the WSFS Pet Photo Contest will name winners in three categories: "Best in Show," "Most Personality," and "Kids and Pets." A panel of celebrity judges will select the Pet Photo Contest winners at a celebratory event to be held in October. Each winning pet will receive a \$250 Concord Pet Foods & Supplies gift card, blue ribbon and trophy.

In support of the Delaware Humane Association, WSFS Bank will also donate \$1 for every personal or business checking account opened during the contest. "We are thrilled to be the beneficiary of the 3<sup>rd</sup> Annual WSFS Pet Photo Contest," said Patrick Carroll, Executive Director of the Delaware Humane Association. "Through the generosity of WSFS, we can continue to be a voice for Delaware's companion animals and assist in finding each animal a safe and happy home."

To submit photos or obtain additional information about the Pet Photo Contest, please visit your local WSFS branch or go online to [www.wsfspetcontest.com](http://www.wsfspetcontest.com). Terms and conditions apply.

### 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 47 offices located in Delaware (38), Pennsylvania (7), 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](http://www.wsfsbank.com).

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