



FEDERAL BANK

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Shannon Rogers of 3rd Federal Bank Honored For Outstanding Customer Service

Newtown, PA (May 22, 2008) – Shannon Rogers, assistant head teller for 3rd Federal Bank’s Fishtown branch office, recently received the bank’s *Top Customer Service Award*. Rogers was awarded a \$100 American Express gift certificate.

Cherie Smutnik, an associate of Rogers in the Fishtown branch, nominated her for the award and explained why she chose her.

“At 7:00 p.m. on a Tuesday night, we had one of our regular customers come to the drive-through window,” said Smutnik. “Normally when he comes to the bank, he comes inside the branch and always makes himself a cup of coffee, repeatedly saying how great our coffee taste. Because it was so late, he had to come to the drive-through window, but still asked if we had any coffee left. My Assistant Head Teller Shannon Rogers said ‘yes’ and asked him how he took his coffee. As I was completing his transaction, Shannon made him a cup of coffee. She then took it out to him and he asked for more cream. She came back in the branch to add cream. When she took his coffee back to him, he asked her if we had any calendars left. Shannon came back into the branch and searched for a calendar for him. She finally found one and gave it to him. He thanked her about ten times and again said how wonderful our coffee taste! I think that this is an example of some great customer service!”

3rd Federal Bank’s Fishtown branch office is located at 2330 E. York Street in Philadelphia, PA. Aside from its convenient lobby hours, the Fishtown office offers safe deposit boxes, a coin counter and a walk-up ATM machine.

About 3rd Federal Bank

Founded in Philadelphia in 1921, 3rd Federal Bank is headquartered in Newtown, Pennsylvania with branches servicing Philadelphia and Bucks County, Pennsylvania and Mercer County, New Jersey. 3rd Federal Bank offers a full line of personal and commercial banking products with the excellent service of a community-based bank. TF Financial Corporation, 3rd Federal’s parent company, common stock is traded on the NASDAQ under the symbol “THRD.”

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