

Contact:
Caroline Pennartz
LevLane Public Relations
(215) 825-9644
cpennartz@levlane.com

Beneficial Bank Breaks Ground in Cherry Hill Bank Will Open Two Cherry Hill Campuses in 2010

PHILADELPHIA, Pa., December 16, 2009- Beneficial Bank, a full-service bank that specializes in serving the financial needs of the Greater Philadelphia Region, recently celebrated the official groundbreaking of two new campuses in Cherry Hill, New Jersey. Slated to open in May 2010, the campuses will be located at 1901 Route 70 East and 818 Haddonfield Road.

The new campuses will be equipped with extensive financial resources and information designed to help Cherry Hill community members change the way they bank and make smart financial decisions. The state-of-the-art facilities will offer customers drive-thru services, extended banking hours, a Knowledge Bar which will include FinanceWorks and Online Banking, free financial workshops and complimentary Wi-fi access and coffee.

“Beneficial has been committed to helping customers do the right thing financially for over 156 years, and we’re thrilled to take these traditions with us to Cherry Hill,” said Beneficial Bank President and CEO Gerry Cuddy. “In the current economic environment, consumers are looking for safe and sound banking. We are excited to bring this along with fiscal sanity to the Cherry Hill area.”

The Cherry Hill campuses will join Beneficial’s network of over 30 locations in the South Jersey region. To learn more about the Beneficial story, visit www.thebeneficial.com.

About Beneficial Bank

Founded in 1853, Beneficial Bank is the oldest and largest bank headquartered in Philadelphia. It is a community-based, full-service financial services company that has served individuals and businesses in the Delaware Valley for more than 155 years. With 68 offices in the greater Philadelphia and South Jersey regions and \$4 billion in assets, Beneficial offers a full array of financial products that includes commercial, consumer and real estate lending, insurance and wealth management. Visit www.thebeneficial.com for more information.

###