September 6, 2012

WSFS Launches 4th Annual Pet Photo Contest to Support the Delaware Humane Association

WILMINGTON, Del., Sept. 6, 2012 (GLOBE NEWSWIRE) -- WSFS Financial Corporation (Nasdaq:WSFS), the parent company of WSFS Bank, today announced the details of its 4th Annual WSFS Bank Pet Photo Contest. Now through September 29, Customers and non-customers across the WSFS branch network are encouraged to share their adorable pet photos for a chance to win one of four grand prizes. During the contest, WSFS Bank will also donate $1 for every personal or business checking account opened in the month of September to the Delaware Humane Association.

"With each year, the WSFS Pet Photo Contest continues to grow and be a fun way to connect with members of our community and support a great organization, the Delaware Humane Association," said Rick Wright, Executive Vice President and Chief Retail Banking Officer. "With the addition of the online 'Popular Vote' category and new weekly in-branch drawings, we hope this year's event will prove to be our most successful fundraising effort for the less fortunate 'animal friends' of Delaware."

Winners will be announced at a celebratory event to be held on October 30th at WSFS Bank's Midway Regional Headquarters & Branch. The WSFS Pet Photo Contest will name winners in: "Best in Show," "Most Personality," "Kids and Pets," and a new fourth category, "Popular Vote," which will be chosen by online voting.

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. This year upon submitting a photo, entrants will also have the opportunity to bring their completed entry form to a local branch for a chance to win a $100 gift card. One winner will be announced each week throughout the month of September.

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 $13.3 billion in fiduciary assets, including approximately $1.0 billion in assets under management. WSFS operates from 52 offices located in Delaware (42), Pennsylvania (8), 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.

CONTACT: Stephanie A. Heist

(302) 571-5259

sheist@wsfsbank.com