October 1, 2013

WSFS Launches 5th Annual Pet Photo Contest Supporting the Delaware Humane Association

WILMINGTON, Del., Oct. 1, 2013 (GLOBE NEWSWIRE) -- WSFS Financial Corporation (Nasdaq:WSFS), the parent company of WSFS Bank, today announced the details of its 5th Annual WSFS Bank Pet Photo Contest. Now through October 31, Customers and non-customers across WSFS's branch network are encouraged to share their best pet photos for a chance to win one of four grand prizes. During the contest, WSFS Bank will also donate $1 to the Delaware Humane Association for every WSFS Mobile Banking app downloaded and registered during the month of October.

"The WSFS Pet Photo Contest continues to be one of the most popular events for our Customers, our Associates and the entire Community," said Rick Wright, Executive Vice President and Chief Retail Banking Officer. "We are very excited to once again team up with the Delaware Humane Association both in terms of a donation as well as having them pick the winners."

Winners will be announced at a celebratory event to be held on November 21 at WSFS Bank's Midway Regional Headquarters & Branch. The WSFS Pet Photo Contest will name winners in: "Best in Show", "Most Personality", "Kids & Pets", and "Most Popular", chosen by online voting. Winners in each category will receive a Concord Pet Gift Card and a trophy.

Photographs can be submitted online only at www.wsfspetcontest.com. This year, upon submitting a photo, entrants will receive a voucher which encourages participants to redeem it for a free, pet-friendly gift at any WSFS branch location.

For official rules or to submit photos, please go online to www.wsfspetcontest.com or visit your local WSFS Bank branch for additional information.

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 $4.4 billion in assets on its balance sheet and $17.1 billion in fiduciary assets, including approximately $1.1 billion in assets under management. WSFS operates from 51 offices located in Delaware (41), 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, Cash Connect® and Array Financial. Serving the Delaware Valley since 1832, WSFS Bank is the seventh oldest bank in the United States continuously operating under the same name. For more information, please visit www.wsfsbank.com.

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