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WSFS Bank Introduces WSFS Mobile Cash

First Commercial Launch of Cardless ATM Technology in the Region

WILMINGTON, Del., June 25, 2015 (GLOBE NEWSWIRE) -- WSFS Financial Corporation (Nasdaq:WSFS), the parent company of WSFS Bank, today announced the product introduction of WSFS Mobile Cash, a service that allows Customers to securely withdraw cash from an ATM by using their WSFS Mobile Banking app. WSFS will be the fourth bank in the United States to offer the service.

"This product represents the latest in security, convenience and speed in regards to digital technology in banking," said Mark A. Turner, President and CEO of WSFS. "We are pleased to bring this to market as it aligns tightly with our strategic commitment to innovation throughout the entire organization. Our passion to innovate has recently brought to bear the launch of the new WSFS Business Mobile Banking App, a strategic alliance with Zenbanx and our dedicated focus to pursue technologies and opportunities as they become available."

The technology was introduced in a live demonstration at the WSFS Bank Center Headquarters in downtown Wilmington and also at the WSFS Bank branch in Media, PA by WSFS Executives and the Associates who worked to implement the new service throughout the organization. They were aided by Mobi, a futuristic robot who will educate Customers on the use of the new technology.

"Security is a top priority for us as we evaluate new technology," said Rick Wright, Executive Vice President and Chief Retail Banking Officer. "No personal information, including card number and or PIN number is stored in the WSFS Mobile Banking App or on the smartphone. If a phone is lost or stolen, WSFS Mobile Cash is protected by the same login authentication security used for mobile banking."

Customers can use their mobile phone to click on a special feature of the WSFS app; touch the "WSFS Mobile Cash" button on any WSFS Bank branch ATM screen; select the withdrawal amount; scan a picture of the unique cash code on the screen using their phone; and then retrieve their cash and receipt from the ATM.

WSFS Mobile Cash is a new feature on the WSFS Mobile Banking app and is now available to all WSFS Bank Customers. This new service is available at all WSFS Bank branch locations.

For a demonstration, visit: wsfsmobilecash.com

About WSFS Financial Corporation

WSFS Financial Corporation is a multi-billion dollar financial services company. Its primary subsidiary, WSFS Bank, is the largest and oldest bank and trust company headquartered in the Delaware Valley with $4.9 billion in assets on its balance sheet and $9.4 billion in fiduciary assets, including over $1 billion in assets under management. WSFS operates from 56 offices located in Delaware (45), Pennsylvania (9), 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®, Array Financial and Arrow Land Transfer. 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 wsfsbank.com.

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