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COMMUNITY INVOLVEMENT

NOVA BANK PARTICIPATES IN ANNUAL RITTENHOUSE ROW SPRING FESTIVAL

BERWYN, Pennsylvania – May 3, 2008 – NOVA Bank participated in the 2008 Rittenhouse Row Spring Festival on Saturday, May 3rd. The annual festival attracts more than 50,000 people from all over the Delaware Valley. Walnut Street in Center City was closed off from Rittenhouse Square to Broad Street to accommodate the festival-goers. NOVA Bank and businesses in and around Rittenhouse Square set up booths to promote their products and services.

We created awareness of NOVA Bank with press releases on the signing of the definitive agreement to purchase Pennsylvania Business Bank (which has two branches in Philadelphia and two in New Jersey), our name change to NOVA Bank, and the upcoming opening of our South Street branch; handed out a special CD offer flier, promotional items, product information, and cloth carry-bags (recycled material). Our mascot, Buddy, coaxed people into our booth with balloons. We also had a drawing for a Garmin GPS Navigational System.



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