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FOR IMMEDIATE RELEASE

AFFINITY BANK ANNOUNCES INTRODUCTION OF CASH MANAGEMENT SERVICE

Wyomissing, PA – Affinity Bank of Pennsylvania today announced the introduction of a cash management service for commercial customers. This cash management product is a commercial sweep account that transfers excess funds overnight into a money market investment account that pays a competitive interest rate with lower fees than traditional sweep accounts. Affinity Bank has partnered with Reserve Management Corporation to offer this product specifically designed for the small to mid-market commercial customer who is not being served with a competitive cash management product. Reserve Management Corporation is a New York based financial services provider with over \$15 billion in assets under management, and created the first money market mutual fund in 1970, leading the way to a \$2 trillion industry. One of the truly unique features of this product is that the agreement with Reserve Management allows for the deposits to remain with the bank, thereby qualifying these deposits up to the \$100,000 limit for FDIC insurance coverage. This is an important feature, as most traditional cash products sweep funds into overnight repurchase agreements, which are not FDIC insured.

Affinity Bank opened for business in April 2003 and was the first newly chartered state bank in Berks County since 1987. Affinity Bank's corporate and main banking offices are located in The Corporate Campus at Spring Ridge, 1310 Broadcasting Road, Spring Township.

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