

PRESS RELEASE

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Contact: Stephanie A. Heist
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sheist@wsfsbank.com**WSFS BREAKS GROUND ON NEW LANTANA BRANCH***Growing and Investing in our Communities*

WILMINGTON, Del. – WSFS Financial Corporation (NASDAQ:WSFS), the parent company of [WSFS Bank](#), today announced that it has broken ground on a new banking office at 6274 Limestone Road in Hockessin, Delaware. The Lantana Branch is scheduled to open in Spring 2012.

"WSFS Bank is excited to continue our growth throughout our home state of Delaware and expand our branch network," said Rick Wright, Executive Vice President of Retail Banking & Marketing for WSFS Bank. "The Lantana Branch will be well-situated for our Customers who live, work and travel in this bustling greater Hockessin area and provide another option for those who regularly visit our Hockessin and Pike Creek banking offices."

The new Lantana Branch will be located across the street from the popular Lantana Square Shopping Center, a "one-stop shop" featuring dining, retail and professional services as well as destinations such as a post office, dance studio and grocery store. In addition, this branch will be down the street from and a complement to WSFS' new regional headquarters at the Midway Shopping Center, also opening in Spring 2012.

Dedicated to world-class service, WSFS' Lantana Branch will include a coffee bar, drive-up teller and extended banking hours. The Bank will be open Monday — Thursday 9 a.m. to 6 p.m., Friday 9 a.m. to 7 p.m. and Saturday 9 a.m. to 3 p.m. The drive-up is open from 8 a.m. to 6 p.m. Monday – Thursday, 8 a.m to 7 p.m. on Friday and from 9 a.m. to 3 p.m. on Saturday.

The Lantana Branch will also operate a full-service ATM. WSFS has the largest ATM network in the state of Delaware with well over 400 ATMs offering greater convenience and access for WSFS Customers.

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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 \$9.3 billion in fiduciary assets, including approximately \$1.0 billion in assets under management. WSFS operates from 49 offices located in Delaware (39), 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.

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Forward Looking Statement

This report contains estimates, predictions, opinions, projections and other statements that may be interpreted as “forward-looking statements” as that phrase is defined in the Private Securities Litigation Reform Act of 1995. Such statements include, without limitation, references to our financial goals, management’s plans and objectives for future operations, financial and business trends, business prospects, and management’s outlook or expectations for earnings, revenues, expenses, capital levels, liquidity levels, asset quality or other future financial or business performance, strategies or expectations. Such forward-looking statements are based on various assumptions (some of which may be beyond the Company’s control) and are subject to risks and uncertainties (which change over time) and other factors which could cause actual results to differ materially from those currently anticipated. Such risks and uncertainties include, but are not limited to, those related to the economic environment, particularly in the market areas in which the Company operates; the volatility of the financial and securities markets, including changes with respect to the market value of financial assets; changes in market interest rates, changes in government regulation affecting financial institutions, including the Dodd-Frank Wall Street Reform and Consumer Protection Act and the rules being issued in accordance with this statute and potential expenses associated therewith; changes resulting from our participation in the CPP, including additional conditions that may be imposed in the future on participating companies; and the costs associated with resolving any problem loans and other risks and uncertainties, discussed in documents filed by WSFS Financial Corporation with the Securities and Exchange Commission from time to time. Forward looking statements are as of the date they are made, and the Company does not undertake to update any forward-looking statement, whether written or oral, that may be made from time to time by or on behalf of the Company.