



**NEWS RELEASE  
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**Harleysville National Bank and East Penn Bank Launch  
GenGreen<sup>sm</sup> Banking Initiatives and Products**

Environmentally-friendly banking products and tree planting celebrate historical milestones

**HARLEYSVILLE, Pa.** – Harleysville National Bank and East Penn Bank, a division of Harleysville National Bank, announced today that they have launched their **GenGreen<sup>sm</sup>** suite of banking products. These multi-generational banking initiatives and products for consumers and businesses were designed with both customer convenience and environmental sustainability in mind. The initiative also kicks off Harleysville National Bank's year-long celebration of its 100<sup>th</sup> anniversary and coincides with the 250<sup>th</sup> anniversary of Emmaus, Pa., home to the headquarters of East Penn Bank.

"We are providing a value proposition and product suite that matches our customers' evolving banking and personal needs," said Harleysville National Bank President and CEO Deb Takes. "We could think of no better way to celebrate 100 years of our commitment to the community than by developing products with our customers' day-to-day banking needs and the environment in mind."

The bank's GenGreen<sup>sm</sup> suite of products, consisting of GenGreen<sup>sm</sup> Checking, GenGreen<sup>sm</sup> Savings and e-Business Checking are fully electronic and designed to provide free, paperless banking while rewarding the customer with cash-back benefits. These paperless products assist customers in reducing their carbon footprint, provide greater levels of personal financial security and provide a cost savings to the bank and to customers.

Between June 8, 2009 and Earth Day 2010 (April 22), for every Visa Check Card purchase and online bill payment initiated by a customer with a GenGreen<sup>sm</sup> Checking account, the bank will pay them 10 cents cash back up to \$50. The bank also will make a matching donation (up to \$25,000) toward local environmental initiatives, to be awarded on Earth Day 2010.

To reward current customers, the bank is also launching an initiative that prompts consumer and business checking customers to "go green." When current customers sign up for one of the bank's electronic services, the bank will donate \$1 towards its efforts to plant 100 trees in local public spaces. The 100 trees signify Harleysville National Bank's 100 years of heritage throughout eastern Pennsylvania and honor the 250<sup>th</sup> anniversary of the city of Emmaus, of which East Penn Bank is the title sponsor. As part of the festivities, the city has dedicated a new park in a central location and the bank's sponsorship puts it at the forefront of this and other commemoration ceremonies.

"With a foundation built in the city of Emmaus, East Penn Bank is proud to be a part of its 250<sup>th</sup> anniversary," East Penn Bank President Brent Peters said. "I could think of no better way of giving back to such a fantastic community than by supporting the celebration and giving back with our green planting efforts."

(more)

“We have adapted to the needs of our customers and community for the past 100 years. Our GenGreen<sup>sm</sup> products and tree planting efforts demonstrate our vision and commitment as we prepare for the next 100 years,” said Takes. “We feel that undertaking a progressive environmentally-conscious campaign such as this is not only good business, but it’s the right thing to do.”

Harleysville National Bank was recently named a charter member of the Greater Philadelphia Green Business Program. The bank has adopted many environmentally-friendly practices in its branches and headquarters. All printers throughout the bank are programmed to print on both sides of paper, the bank uses environmentally friendly, vegetable-based inks and has converted light switches to motion sensors to automatically shut off when no activity is detected. The bank also has a corporate-wide shredding policy in place to recycle paper at all opportunities.

Harleysville National Bank and East Penn Bank continue a legacy of providing support to local environmental conservation initiatives in communities throughout eastern Pennsylvania. These comprehensive preservation programs, coupled with the GenGreen<sup>sm</sup> suite of product offerings provide a difference both globally and locally. Recently-supported local activities include:

- Bucks Beautiful Home and Garden Show
- Emmaus Wildlands Conservancy
- Lehigh Gap Nature Center
- Macungie Farmers Market
- Montgomery County Lands Trust
- Norristown Farm Association
- Perkiomen Watershed Conservancy
- Rodale Institute
- Schuylkill River Festival

In addition to the environmental and monetary rewards offered by the bank, customers who open a GenGreen<sup>sm</sup> Checking account, or existing customers who convert to online Bill Payment and electronic statement delivery will be entered into the bank’s GenGreen<sup>sm</sup> Sweepstakes, for a chance to win a 2010 Honda Insight hybrid car or other great prizes.

To learn more about Harleysville National Bank’s GenGreen<sup>sm</sup> efforts, products, and the GenGreen<sup>sm</sup> Sweepstakes, please visit [www.harleysvillebank.com/green](http://www.harleysvillebank.com/green) or [www.eastpennbank.com/green](http://www.eastpennbank.com/green).

#### **About Harleysville National Bank**

Harleysville National Bank is a wholly-owned subsidiary of Harleysville National Corporation with total assets of \$5.5 billion. Investment Management and Trust Services are provided through Millennium Wealth Management and Cornerstone, divisions of HNB with assets under management of \$2.7 billion. Individuals, families and businesses can apply for banking, trust and investment services at any of the nearly 90 Harleysville National Bank/East Penn Bank, a division of Harleysville National Bank, offices throughout eastern Pennsylvania, by calling 1-888-462-2100 or visiting [www.harleysvillebank.com](http://www.harleysvillebank.com).

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