

FOR IMMEDIATE RELEASE

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Media Contact: Stephanie Heist
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sheist@wsfsbank.com**WSFS ANNOUNCES SMALL BUSINESS LOAN PROGRAM***Special program to help small businesses immediately grow and create jobs*

WILMINGTON, Del. — WSFS Financial Corporation (NASDAQ:WSFS), the parent company of WSFS Bank, today announced that it has created the WSFS Small Business Loans-for-Job Creation Program. Under this new program, through the end of 2011, WSFS Bank will make available a special pool of \$25 million to qualified small businesses located throughout the marketplaces it serves.

“In supporting our mission to strengthen our communities, the WSFS Small Business Loans-for-Job Creation Program will provide loans to help small businesses grow immediately and help fuel the broader economy,” said Mark A. Turner, WSFS President and Chief Executive Officer. “WSFS has been lending to businesses throughout this extended downturn,” continued Mr. Turner. “We also know small businesses are the engine of job creation and they have been hit especially hard over the last several years. Creating this program allows us to do our part to support small businesses right here, right now.”

“WSFS has a long record of helping Delawareans access the credit they need to start and grow a business,” said Sen. Carper. “It’s been tough out there the past several years for small business owners to find affordable access to capital, and I’m proud that a Delaware community bank is helping to extend this much needed credit to Delaware small businesses. I applaud WSFS’s Small Business Loans-for-Job Creation Program, which is another step in the right direction to get our economy moving and help put Delawareans back to work.”

“This announcement from WSFS is exciting news for Delaware’s business community,” Sen. Coons said. “The WSFS Small Business Loans-for-Job-Creation Program is a model for the type of institutional support that businesses need to grow and create jobs, and I’m optimistic that it will give Delaware’s economy a much-needed shot in the arm. This is how communities help get people back to work - by working together to help small businesses grow and create jobs. This program is win-win for Delaware.”

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“Helping small businesses succeed is critical to creating jobs and strengthening the economy,” said Congressman Carney. “I applaud WSFS Bank for developing the Small Business Loans-for-Job Creation Program and making resources available that will directly benefit small businesses in our community. This is exactly the type of support needed to grow the economy and help get Delawareans back to work.”

“Helping small businesses grow helps our economy,” said Governor Jack Markell. “Through this WSFS program, Delaware businesses looking to expand can purchase equipment, build resources and in some cases, create jobs, by taking advantage of these loans. This will give businesses some of the money they need to move forward.”

Creditworthy businesses with annual revenues up to \$10 million that commit to using the funds for immediate investment (equipment investment, hiring of employees, etc.) will be eligible for loans up to \$500,000 with no closing costs or other bank fees and at an attractive fixed rate. Business owners interested in the WSFS Small Business Loans-for-Job Creation Program can call Cheryl Rodriquez at 1-877-WSFSBIZ to learn more about this program.

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 has 48 offices located in Delaware (38), 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 Statements

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,

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Forward Looking Statements, cont.

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.