



## NEWS RELEASE

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## FOR IMMEDIATE RELEASE

### **Harleysville National Bank Announces Education-Based Cross Sell Marketing System**

**Harleysville, PA., Feb. 1, 2008** — Harleysville National Bank has announced a new cross-selling marketing system featuring an online Financial Answer Center. The education-based system provides customers with immediate answers to hundreds of financial questions and instantly connects them to the person at the bank who can help. Customers can access the Financial Answer Center via Harleysville National Bank's Web site at [www.harleysvillebank.com](http://www.harleysvillebank.com) (Launch scheduled for March 2008).

"We want to give our customers the information they need to make more informed decisions," said Diane Brown, senior vice president of Harleysville National Bank. "People are looking to build their financial knowledge to help with many aspects of their lives. When our customers go looking for help, we want to offer them the resources they need."

According to Brown, the Financial Answer Center is designed to help people identify and understand financial needs that may not be apparent to them. "One of the problems that many of us face is we don't recognize what we need until it's too late," Brown said.

"The Financial Answer Center works in two ways," Brown said. "First, it is used directly by Harleysville customers as a resource to get answers, uncover needs and find the exact person at Harleysville National Bank who can provide personal help. Second, our frontline branch employees use it everyday during account opening or servicing to create dialogues with customers and make sales appointments on the spot."

"We're in the service business," Brown said. "Our goal is to provide help on our customers' terms. We introduced our new Financial Answer Center as an extension of that commitment. Customers can access the Financial Answer Center anytime on our Web site, and those seeking information in the branches are steered to a specific person at the bank who can assist them," she said. "Customers who use the Financial Answer Center will appreciate the depth of information we provide."

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Stewart Rose, president of Truebridge Financial Marketing reflected on what many bankers are seeking: “We know that banks want to grow their revenue by taking care of more of their customers’ financial needs. That means they need to do a good job at generating more sales leads. But bankers want to be very careful in how those leads are generated. They want an approach that strengthens a relationship,” Rose said. “Using a platform that puts customer education first will do that.”

“The best part about the Financial Answer Center is its ability to touch all our customers, both online and offline, helping them to understand their financial needs and giving them a single source to find answers,” Brown said.

#### **About Harleysville National Corporation**

Harleysville National Bank is a wholly-owned subsidiary of Harleysville National Corporation with total assets of \$3.9 billion. Investment Management and Trust Services are provided through Millennium Wealth Management, a division of HNB with assets under management of \$3.3 billion. Individuals, families and businesses can apply for banking, trust and investment services at any of the over 54 HNB offices throughout eastern PA, by calling 1-888-HNB-2100 or visiting [www.harleysvillebank.com](http://www.harleysvillebank.com).

#### **About Truebridge**

Truebridge, Inc., a Boston, Massachusetts based marketing company that created the Cross Sell Advantage system, specializes in helping banks improve their cross-selling capabilities. More information is available at [www.truebridge.com](http://www.truebridge.com).

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