



First Niagara Expands Commercial Banking Team With Addition of Senior Credit Manager

NEW HAVEN, C.T. October 10, 2013 – First Niagara Financial Group, Inc. (Nasdaq: FNFG), today announced the addition of Senior Credit Manager Laurentia (Laurie) Price to its Commercial Banking team. Price will lead a team of underwriters and two regional credit managers, who are responsible for ensuring the credit quality of First Niagara’s middle market and business banking portfolios, and for overseeing underwriting activities for the Tri-State and New England Regions. She will maintain offices in First Niagara’s New Haven, Connecticut and Nyack, New York regional offices, and will report directly to Nancy Cinfio, Senior Vice President and Senior Director of Credit Risk & Approval.

“Laurie brings 30 years of successful middle market credit experience to the Senior Credit Officer position,” Cinfio said. “In her previous leadership roles, she has used her extensive middle market knowledge to effectively manage commercial and business banking portfolios and guide the loan approval processes. We are pleased to welcome Laurie to the First Niagara team.”

Price joins First Niagara from Integritas, Inc., where she served as Chief Financial Officer for the past two years. Prior to Integritas, Price was with Webster Bank from 2001 to 2011 most recently as SVP and Chief Credit Approval Officer. She has also held various credit and portfolio management positions at AmSouth Bank in Birmingham, Alabama and Shawmut Bank, N.A.

“The accelerated growth of First Niagara’s commercial lending business was a major factor in my decision to join the bank,” Price said. “I’m excited to bring my individual experience in credit analysis and approval to First Niagara’s talented team of commercial banking executives.”

Laurie has a BA in Economics from Mount Holyoke College, and resides in Bloomfield, CT.

About First Niagara

First Niagara, through its wholly owned subsidiary, First Niagara Bank, N.A., is a multi-state community-oriented bank with approximately 420 branches, approximately \$37 billion in assets, \$27 billion in deposits, and approximately 6,000 employees providing financial services to individuals, families and businesses across New York, Pennsylvania, Connecticut and Massachusetts. For more information, visit www.firstniagara.com.