



First Niagara Commercial Finance Names National Director of New Business Development

BUFFALO, N.Y. October 15, 2013 – First Niagara Commercial Finance, the asset-based lending arm of First Niagara Financial Group, Inc. (Nasdaq: FNFG), recently welcomed Keith Broyles as National Director of New Business Development. In his new role, Broyles will lead a team of new business development officers in building the bank’s asset-based lending (ABL) portfolio; identifying growth opportunities; and screening and closing out ABL transactions. Broyles will work out of First Niagara Commercial Finance (FNCF) headquarters in Dedham, Massachusetts and will report directly to FNCF President Larry Favre.

“We are thrilled to have a professional with Keith’s experience, talent and passion on our asset-based lending team,” Favre said. “He will be instrumental in leading and accelerating our group’s continued growth, and building out our new business platform.”

During his career, Broyles has been responsible for developing nearly \$1 billion in middle market, ABL relationships with a broad range of clients across many industries.

Broyles joins FNCF with over 23 years of ABL experience across all disciplines of the business including development, new business underwriting, portfolio management and field exam. Most recently, Broyles held a senior position with Sovereign Bank’s ABL business based in Boston, MA, helping to drive their new business growth. Prior to Sovereign Bank, he had senior positions at Siemens Financial Services, National Bank of Canada and Shawmut Bank.

“I’m thrilled to join First Niagara’s team of financial professionals, and look forward to building on the success the bank has seen in recent years, particularly as it expands its new business efforts in asset-based lending,” Broyles said.

Broyles is a member of the Commercial Finance Association (CFA); member and former board member of the Boston chapter of the Association for Corporate Growth (ACG); and member of the Turnaround Management Association (TMA). He holds a Bachelor’s Degree in Accounting from the University of Massachusetts at Dartmouth. Broyles resides in Mansfield, Massachusetts with his three daughters.

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 Upstate New York, Pennsylvania, Connecticut and Massachusetts. For more information, visit www.firstniagara.com.