First Niagara Risk Management Promotes Bill Hartz to Senior Vice President

BUFFALO, N.Y., - First Niagara Risk Management, Inc. (FNRM), the wholly owned insurance subsidiary of First Niagara Bank and its parent, First Niagara Financial Group, Inc. (NASDAQ:FNFG), announced today the promotion of Bill Hartz to senior vice president. He leads the company's health and welfare practice.
"Bill's experience and extensive industry knowledge are a tremendous combination," said Kirk Jensen, managing director, FNRM.

"Bill provides immense value to our customers, particularly with the changing health care landscape brought about by the enactment of the Affordable Care Act. His knowledge will allow First Niagara to leverage the talents of our diverse consulting, sales and service teammates across FNRM to accelerate the growth of our health and welfare business."

Hartz has been with FNRM since 2010. Prior to that, he was senior vice president at Sovereign Benefits Consulting and chief executive officer at Hartz Consulting Group.

He is a graduate of Allegheny College and is based in Pittsburgh.

About First Niagara Risk Management
One of the top 50 largest business insurance brokers as ranked by Business Insurance Magazine, First Niagara Risk Management is uniquely qualified as your risk management partner. First Niagara is designated a "Best Practices Agency" by the Independent Insurance Agents & Brokers of America (IIABA), an award we received for outstanding customer service, growth, stability and financial management.

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.

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