



First Niagara Wins Top National Award for Regional Marketing Campaign

First Niagara Recognized Alongside American Express, Facebook, and Others for
Marketing Excellence

Buffalo, NY. (March 26, 2012) – First Niagara Bank, N.A. received top honors at the [Promotion Marketing Association's 2012 REGGIE Awards](#) for its "[We Love Upstate New York](#)" social media/regional marketing campaign. The Promotion Marketing Association selected First Niagara's community campaign over promotions by other finalists Best Buy, MillerCoors Coors Light and Heineken USA.

"We have enjoyed getting to know what's important to so many who share our genuine commitment and passion for the unique region that is Upstate New York," said Brent Kelly, Chief Marketing Officer at First Niagara. "This campaign is all about showing that passion by engaging with an audience that cares about Upstate New York as much as we do."

First Niagara's "[We Love Upstate New York](#)" Facebook page was launched in October of 2011, with an initial goal of 1,000 "likes" in one month. That goal was surpassed within one day and within three months surpassed 30,000 "likes." To date, the page has nearly 40,000 "likes," and has, on average, a total reach of 1.1 million Facebook users per week.

First Niagara was also honored as a runner up in the Social Media category, alongside other category honorees American Express, Rubbermaid, Glamour and Facebook.

"As an industry, banks aren't really thought of as innovators in the social media space," said Laurie Brammer, Director of Branding and Advertising. "We aimed to change that perception by engaging in conversation with our communities about our shared passion. We're thrilled that our Facebook page has clearly resonated with individuals and families who live, work, play and vacation in Upstate New York."

The 2012 REGGIE Awards Gala was held on March 15 at the Westin River North in Chicago. Please see the [full list of winners](#).

About the Promotion Marketing Association

The Promotional Marketing Association was founded in 1911 and is dedicated to the disciplines that motivate behavior, activate response and build brands. Members include Fortune 500 companies, marketing agencies, and prestigious retailers.

About First Niagara

First Niagara, through its wholly owned subsidiary, First Niagara Bank, N.A., is a multi-state community-oriented bank that currently has approximately \$33 billion in assets, \$19 billion in deposits, more than 330 branches and 5,000 employees providing financial services to individuals, families and businesses across Upstate New York, Pennsylvania, Connecticut and Massachusetts. For more information, visit www.FirstNiagara.com

When First Niagara completes its acquisition of the HSBC branches, expected to occur in the second quarter of 2012, the regional bank will have an enhanced leadership position in the Northeast, with nearly 430 locations, \$30 billion in total deposits, \$38 billion in assets and more than 6,000 employees serving consumers, businesses and communities across New York, Pennsylvania, Connecticut and Massachusetts. The transaction will also provide First Niagara with number-one retail market share across Upstate New York, virtually doubling its number of branches in New York State to more than 200, stretching from Buffalo to Albany and down through the Hudson Valley.

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