



First Niagara Wins Rochester Business Journal's Best of the Web Award

-- Bank's website is recognized as best in banking and financial services --

BUFFALO, N.Y., March 15, 2013 – First Niagara Financial Group, Inc. (NASDAQ:FNFG) received the 2013 “Best of the Web Award for Banking and Financial Services” from the Rochester Business Journal at its annual recognition event held on March 14th.

Every year, the Rochester Business Journal recognizes companies and organizations deemed to be the best in their respective business categories for their work in online marketing. The winners are determined by a panel of industry judges. Web sites are evaluated for content, usefulness, design quality and ability to attract repeat visitors. All business websites for organizations with headquarters in the nine-county Rochester region were eligible to compete.

“We are thrilled to accept this honor from the Rochester Business Journal,” said First Niagara Market Executive Suzanne Nasipak-Chapman. “Their recognition of the time, effort and creativity we put into making our web design a highly useful destination for our customers is appreciated. Our marketing team worked with customers and fellow employees and used their feedback to develop the graphics, navigation and overall user experience of the website. It was a real team effort. But a website is never done, and we will continue to utilize customer feedback in order to drive future improvements to make this a truly valuable tool for our customers.”

More than 200 Rochester-based businesses submitted entries for the competition. In awarding First Niagara, Judge Eric Miltsch commented the bank's site “is refreshingly easy to navigate.”

About First Niagara

First Niagara, through its wholly owned subsidiary, First Niagara Bank, N.A., is a multi-state community-oriented bank with approximately 430 branches, \$37 billion in assets, \$28 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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