



First Niagara Names Industry Veteran Deb Burgess to Serve as Director of Treasury Management

BUFFALO, N.Y. May 23, 2013 – First Niagara Financial Group, Inc. (Nasdaq: FNFG), recently welcomed Deb Burgess as the multi-state bank’s Senior Vice President and Director of Treasury Management. Burgess will draw upon more than 25 years of experience to further enhance and expand First Niagara’s Treasury Management offerings. In her role, Burgess will work to build out the company’s Treasury Management division’s sales and product capabilities, and enhance the group’s marketing capabilities and technology infrastructure for increased functionality for customers in the small business, business banking, commercial banking and specialty banking sectors.

Burgess said she accepted the newly created position based, in part, on her desire to leverage her expertise and experience in the Treasury Management area to build on First Niagara’s current capabilities by driving product innovation and services, and overall deliver a superior experience for the banks’ commercial and business customers. She will be located in First Niagara’s Commercial Finance offices at 3 Allied Drive, Dedham MA.

“First Niagara truly encourages me to bring a fresh perspective to my role,” Burgess said. “After building a broad and deep background in treasury management over the course of my career, I look forward to using that experience to implement best practices and further build on First Niagara’s Treasury Management division.”

Burgess will manage a team that consists of an experienced group of product and sales professionals. She will report directly to David Ring, First Niagara’s Managing Director of Enterprise Banking.

“As a content expert with experience in every aspect of Treasury Management, Deb was a natural fit for this new position,” Ring said. “We’re pleased to have her leading First Niagara’s treasury management team.”

Burgess joins First Niagara from Santander’s/Sovereign Bank, in Boston, Massachusetts, where she served as a Senior Vice President and Director of Product Management, Payables and Receivables, Lockbox Customer Service and Implementation. While at Sovereign Bank, Burgess increased product revenue by double digits, redesigned the bank’s entire suite of Lockbox services and introduced new products and services to small business customers.

Prior to that position, Burgess managed a team of 37 treasury professionals within Wachovia Bank’s Treasury Services Division in Charlotte, North Carolina. Her team was responsible for all product, liquidity, and global sales consulting, industry strategy, product communications, sales training and product launch.

Burgess is a graduate of Assumption College, and has taken part in several leadership courses at Harvard Business School. She is a member of the Treasury Management Association of New England, Association of Financial Professionals (AFP), and the American Diabetes Association.

About First Niagara

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