

Traditionally S P E A K I N G

Letter from the President

On October 28, 2002, York Traditions Bank opened its doors with absolutely no doubts of success. The York community was in need of a true local banking choice, and we had every confidence we could meet that need. Although there were many hurdles and challenges, there were two key reasons for our confidence:

- 1) Our very first act was to draft our Core Values, which have remained and will remain unchanged. They have formed the foundation for every decision we've made.
- 2) We identified thirteen Associates and six independent Board Members – the best of the best – to form our original team. We were totally aligned and dedicated to delivering on our vision and mission.

The organization has continued to grow, even through the 2008 economic debacle. Each year has been better than the last. And in 2012, the Bank is on track to achieve its best year since opening.

This special edition newsletter looks back on the past decade of joys and significant milestones, each one an effort to serve our Customers, our Associates, our Community, and our Shareholders.

You'll find memories from the team members who've been with us from the very beginning. As we opened the second, third and fourth branches, and added a full-service Mortgage Division, we have always been true to our commitment of selecting the best of the best Associates and creating an atmosphere where they can thrive. It's what differentiates us. A special thanks to Mike Groft and Shawn Stine, original founders, who have chosen different career paths along the way, but who will always remain an important part of our foundation.

As we've increased in numbers, our collective impact on the community has also expanded – through financial contributions, as well as the time, talents and treasures of our Associates who care so much about the organizations that are meaningful to them and to us.

Ten years ago, I was granted the unique once-in-a-lifetime privilege to be a part of creating a bank in my own hometown. I still have no doubts that York Traditions Bank will be successful in meeting the needs of the York community for all of the decades to come.

With sincere appreciation,

Mike Kochenour

Mike Kochenour
Chairman, President & CEO



SPOTLIGHT ON Our Amazing Customers



TOP 10 REASONS We Value our Customers!

- 1 Because you chose to make York Traditions Bank your bank. We consider it a privilege to serve you.
- 2 Because you trust us enough to share your financial and personal lives with us. We'll never take that trust for granted.
- 3 Because you value the services and personal attention we provide. We value our relationship with you.
- 4 Because you provide valuable feedback on what you expect and deserve from us. You motivate us to strive for excellence each day.
- 5 Because you are the reason for our exceptional growth over the past decade. We will never forget it.
- 6 Because it feels great to know we can make a difference in your life. It is the reason the Bank was created.
- 7 Because you continually spread the word about your hometown Bank to your friends and family. We appreciate your confidence in us.
- 8 Because you are just as proud as we are to be part of something local. We think of you as a member of our team.
- 9 Because you offer guidance on ways we can give back to the community. We strive to support what's important to you.
- 10 BECAUSE WE LIVE HERE TOO. You are our neighbors, our family, our community leaders, and our friends. You truly matter to us.

A decade of
DEDICATION
10 Years of Milestones
featured inside

Memories

FROM OUR ORIGINAL ASSOCIATES



MIKE KOCHENOUR, FOUNDER
Chairman of the Board, President & CEO

It was right after September 11, 2001. Many people questioned whether this was the best time to be starting a bank. But we knew this was a long-term proposition. We wanted to build history. Every day we wanted to stand up for our values and create something truly extraordinary to meet the needs of our community.



JOHN BLECHER, FOUNDER
Chief Financial Officer

After we filed our application with the state and the FDIC in early 2002, we were required to raise a minimum of \$7.5 million. After we passed the threshold that summer, it became real. There was no looking back. It was just a matter of executing on our vision. And we've been looking forward ever since.



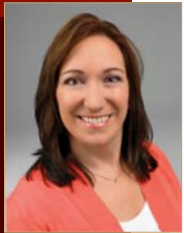
BECKY AMSPACHER
Teller - St. Charles Way

I was just totally amazed at how you would even go about opening a bank. There were a lot of challenges because everything was new. But we all worked together. This was going to be a local York County bank, and we were going to provide the best possible exquisite service around - a place where you acknowledged customers by name.



TERI CLINTON
Executive Assistant

I had worked for Mike Kochenour before, but I did not know two of the founders, so they invited me to an interview at what they called "The Cave" which was their temporary office while they organized. I was all dressed up in a suit, and they asked me to have a seat...on a lawn chair. It was really funny! But it didn't take me long to decide I wanted to be a part of this.



PAM HELSEL
Accounting Manager

Everything we had to do was a new process, so it had to be developed, whether it was paying the invoices, or setting assets up for depreciation, or setting up the general ledger. It was just so exciting to create those building blocks so we could grow. And we still use some of those processes today.



MIKE HUSON
Business Services Team Leader,
Senior Business Services Partner

We did a lot of talking in those early days to get the word out about what we were trying to accomplish. The response was pretty overwhelming from the community - both businesses and individuals. It's really neat to see a lot of those customers who jumped on board in late 2002 and 2003 and are still with us today.



SUE SCHROEDER
Consumer Business Development Partner
(Branch Manager at time of opening)

We would watch cars pull in, and I'd call the back office and give them updates. I'd say, "Here comes our first drive-in customer. They're going to pass your window!" or "We have a line in the teller area!" (which meant there were two people standing there). We were just so proud to present York Traditions Bank to the public.



TAMMY WARFEL
Loan Operations Manager

We had All Associates meetings each month, just like we do now. But back then, we would all sit in a circle in the branch lobby. It was neat because there was a lot of, "We have our first this!" and "We have our first that!" We got to see the big picture and how everything fit together. It was a great learning experience, as well as a lot of fun.



VICKIE WISMAN
Director of Operations

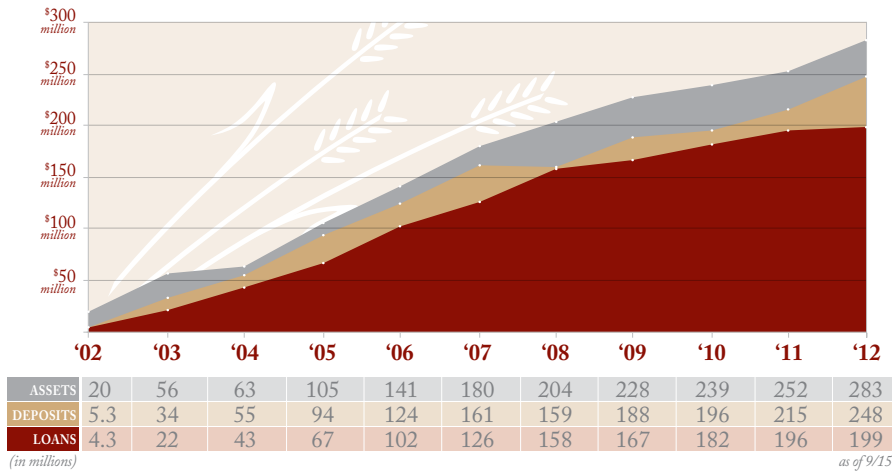
It was the morning of October 28th, and all of us were standing around the fax machine waiting for the official letter from the FDIC that said, "Yes, you can open the doors!" Watching the first customer walk through those doors to open our very first account was incredibly exciting. This was a new adventure!



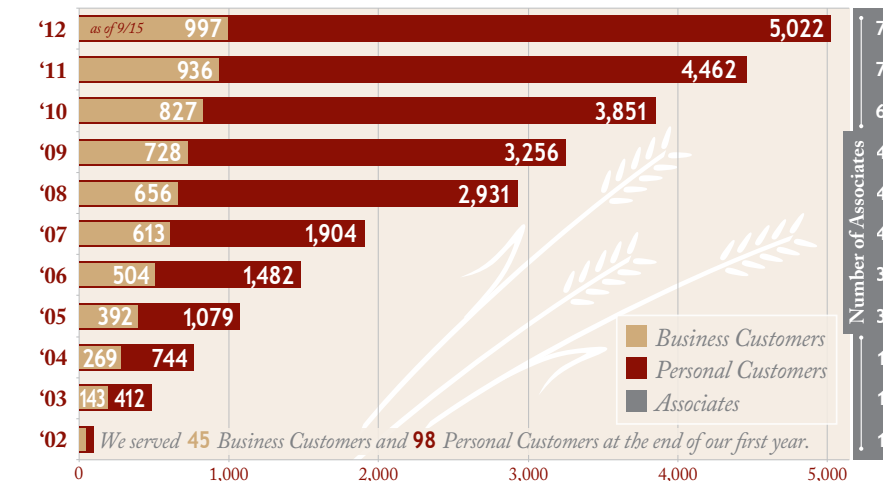
OPENING DAY
October 28, 2002
York Traditions Bank
St. Charles Way lobby

10 Years OF GROWTH...

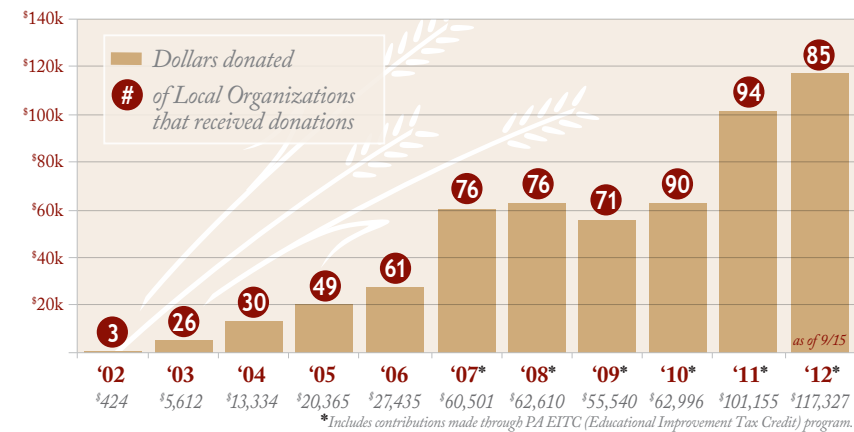
...IN DOLLARS (in millions)



...IN RELATIONSHIPS (at year end)



...IN COMMUNITY IMPACT



Our Associates have donated their time and talents to York County organizations so far this year! (as of 9/15)

121

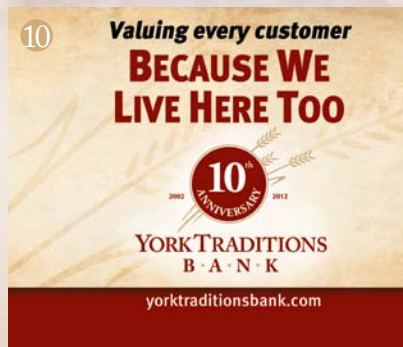
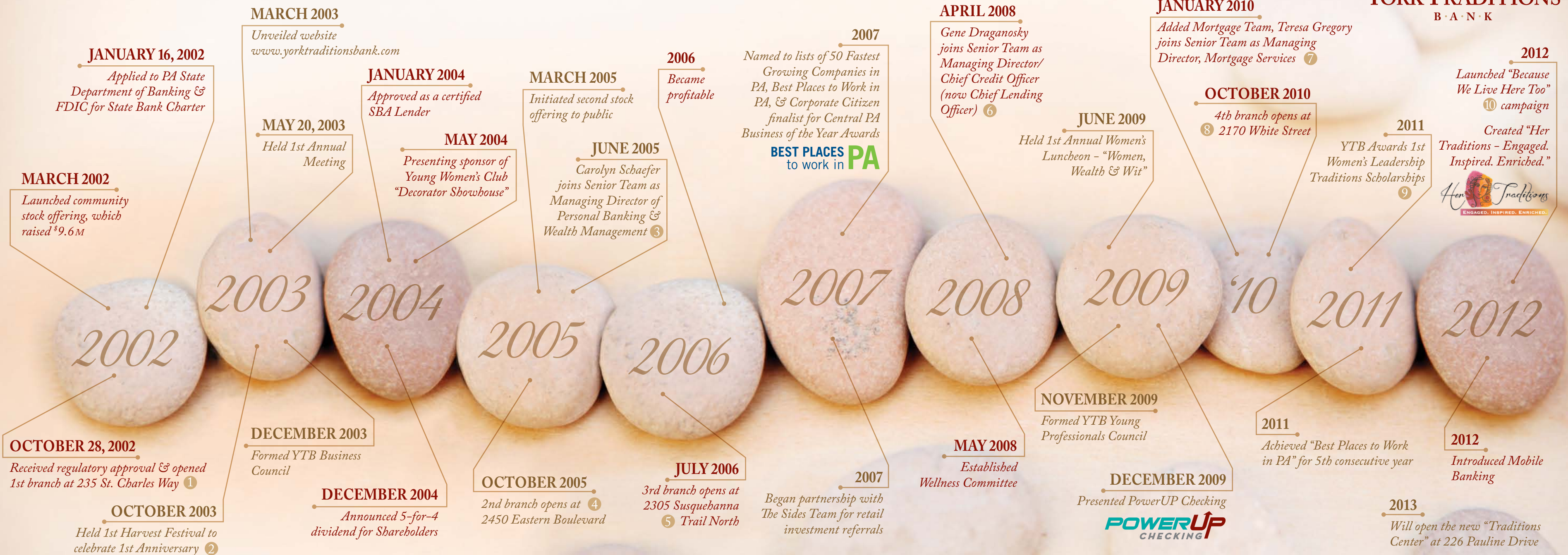
A decade of DEDICATION

TO THE YORK COMMUNITY



YORK TRADITIONS
BANK

Milestones and Achievements 2002-2012



Thank You

for being a customer of
York Traditions Bank,
for believing in us over
the last 10 years, and
for continuing to put
your trust in us as we
look to a bright future
with you!



235 St. Charles Way
York, PA 17402
741-1770

2450 Eastern Boulevard
747-2620

2305 Susquehanna Trail North
747-2640

2170 White Street
747-2660



Equal Opportunity Lender

MEMBER FDIC

CUSTOMER APPRECIATION DAYS • October 23-26

Join us...

for a complimentary lunch during our
Customer Appreciation Event!

Meet the branch teams and talk to our experts about:

- Residential Mortgages
- Home Equity Loans/Lines of Credit
- Small Business Needs
- Investments

Pick up your free 2013 Farmer's Almanac, PLUS a free ice scraper, while supplies last!

Kids get a free mini flower pot, complete with peat pellet and pack of money plant seeds, while they last!



HEY KIDS!
Free mini flower
pot & seed kit



TUESDAY, 10/23
11am-1pm

2170 White Street
747-2660

WEDNESDAY, 10/24
11am-1pm

2305 Susquehanna Trail North
747-2640

THURSDAY, 10/25
11am-1pm

2450 Eastern Boulevard
747-2620

FRIDAY, 10/26
11am-1pm
235 St. Charles Way
741-1770

Free FRIDAY SEMINARS

In our St. Charles Way Board Room

Presented by



A Premier Medical Center™

Memorial Hospital

FRIDAY 10/26 – 11am

Is Your Mood Affected by Food?

Kelly Marsteller, *Outpatient Dietician*
Memorial Hospital

FRIDAY 10/26 – 1pm

Advance Directives/Living Wills: Planning for Your Financial Future

John Pizzoli, *Crisis Manager*
Memorial Hospital

Registration is not required,
but seating is limited.

Visit us at www.yorktraditionsbank.com

