

## **National Penn and its KNBT Division Step Up for Small Businesses**

### *Boyertown-based bank remains committed to lending money*

New Castle Lawn & Landscape recently held a ribbon cutting ceremony to celebrate its new Birdsboro, three-acre home that was acquired through the assistance of a U.S. Small Business Administration (SBA) loan.

In addition to moving the 28-person company from Mohnton, Pa., to its new location, the loan was used to construct an on-site 60x160 multi-purpose, state-of-the-art building and beautiful outdoor display area. New Castle Lawn & Landscape received the SBA loan through National Penn in 2008 and constructed its facility shortly thereafter.

While National Penn lauds New Castle Lawn & Landscape on its remarkable accomplishments over the past couple of years, the bank says this kind of small business assistance is what it has been doing on a regular basis for quite some time.

"Small businesses are key to the success of the economic recovery" said Scott Gruber, group executive vice president, National Penn Corporate Banking. "Last year, we lent over \$1 billion to individuals and small business owners. While the news is widely reporting banks are not lending money, National Penn is still in the business of making sensible loans for sensible purposes."

National Penn, in fact, is among a number of community banks that continues lending to small businesses. For the past two years, small business lending among community banks has grown at a faster rate than larger institutions, according to Aite Group, a Boston banking consultancy firm.

Furthermore, the Obama Administration continues to look for ways to drive down high U.S. unemployment and earlier this year had been zeroing in on expanding credit for small businesses, a main source of job creation in the United States.

That said, much of the current economic data suggests that the recent recession has been particularly hard on small businesses and the tightening of the credit markets. But it also asserts that small businesses are being counted on to lead the economy out of the downturn.

#### ***The buck doesn't stop with lending***

Based on this compelling information, banks everywhere are ramping up their business and product lines in an effort to compete effectively with one another.

The Boyertown, Pa.-based, National Penn, takes great pride in its 135-year history of providing businesses of all sizes with sophisticated products and services. In addition to traditional banking services such as checking, savings and cash management, the bank offers efficient products like online banking.

Gaining wide acceptance among consumers in recent years, online banking solutions have many features and capabilities in common. Until recently, however, small businesses were still banking the paper-intensive way. But, today, online business banking options are growing, and can save both effort and money. With National Penn's online banking, the "deposit only" feature allows business owners to transfer money to their personal checking or savings account within its institution.

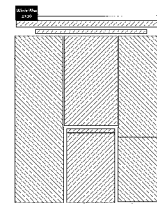
National Penn is also on the brink of launching its latest product — Competitive Edge Checking. This unique checking account package is designed to help small businesses better manage their cash. Competitive Edge Checking is expected to be rolled out this August.

#### ***Providing a central source***

Along with its products and specialized services, National Penn offers trust and investment services, insurance, retirement planning, and other essential business banking solutions through its affiliates.

"From special loan programs for small businesses to cash management and investment needs, National Penn delivers personalized service to its small business customers," said Gruber. For example, National Penn's insurance affiliates offer a variety of insurance solutions to protect its customers, their families and their businesses including auto, home, life, dental, and medical insurance.

Financial institutions understand that today small businesses need much more than checking, savings and credit solutions. Small businesses in particular



benefit from having a central source for all of their products.

**KNBT**, the largest division of National Penn, is a testament to this concept. Late last year, the bank opened its combined 8,974-square-foot community office and business center in Kingston. The new KNBT office is an accessible location for small business customers to meet with specialists of National Penn's commercial, investment management, trust, insurance, and private banking groups, among others.

"In difficult economic times, there's value in community banks," said Gruber. "National Penn is known for its dependability, growth and financial strength. We have the small business resources of a large bank with the personal feel of a small community bank — where people make the difference." ■



**KNBT commercial lending team members stand in front of the new community office sign in Kingston prior to its grand opening. The state-of-the-art KNBT office opened earlier this year. From left to right, Kimberly McGlynn, Larry Roskos, John Strellish, A.J. Crahall, and Dick Loftus.**