

DRAFT: GIFT RELEASE

NEWS RELEASE

FOR IMMEDIATE RELEASE (2/21/13)

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KEISEL, NORTHWEST GIVE \$35,000 TO CHILDREN'S

Northwest Savings Bank representatives and Brett Keisel of the Pittsburgh Steelers recently presented a check to Children's Hospital of Pittsburgh Foundation President Greg Barrett. The \$35,000 check represents donations made by Northwest's banking customers to "Put on Da Beard for Da Kids" across Northwest's banking network to benefit Children's Hospital of Pittsburgh UPMC's Division of Pediatric Hematology/Oncology.

Through December and January, employees of the local bank asked their customers to donate \$1 or more when visiting Northwest's lobbies. Donors could write their name, or make a dedication to someone else by writing their name on a beard like "Da Beard" worn by Pittsburgh Steeler #99, Defensive End Brett Keisel. The beards were then displayed prominently in each of the 136 bank offices that took part. All proceeds went to Children's in the check presented on February 5.

Pittsburgh Steelers star Brett Keisel, said, "This was the first effort for the "Put on da beard" team and I am thrilled that our efforts worked out as well as they have. I thank Northwest Savings Bank and its staff and, above all, our donors, for helping the children at this hospital and Children's." Often called "Da Beard," Keisel continued his support of Children's with his involvement in this program. He continued to support the hospital with

his third annual “Shear Da Beard” event in support of the hospital’s Division of Pediatric Hematology/Oncology.

Children’s Hospital of Pittsburgh UPMC is the only hospital in western Pennsylvania dedicated solely to the care of infants, children, and young adults. From Ambulatory Care to Transplantation and Cardiac Care, talented and committed pediatric experts care for infants, children and adolescents who make more than a million visits each year to Children’s Hospital, its many neighborhood locations, and Children’s Community Pediatrics practices. Children’s serves more than 23 counties in western Pennsylvania and several counties in Ohio and West Virginia.

Founded in 1896, Northwest Savings Bank currently holds assets of \$8 billion and operates 166 community-banking locations in Pennsylvania, Ohio, New York, and Maryland. Northwest Savings Bank is a full-service financial institution offering a complete line of retail and business banking products as well as investment management, brokerage and trust services. The stock of its parent company, Northwest Bancshares, Inc., trades on the Nasdaq Global Select Market under the symbol “NWBI.”

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Caption for picture:

Southwest Region Media

Donation for “da kids:” (From left) Lisa Carey, SVP, Pittsburgh District Manager, Benjamin Jamieson, SVP, District Manager, North Hills, John Mendel, SVP, District Manager, South Hills, Michael, a patient, Brett Keisel, Pgh Steelers Defensive End, Dakota, a patient, Christopher A.

Martin, Region President of Northwest Savings Bank, and Greg Barrett, President of the Children's Hospital of Pittsburgh Foundation pose with the \$35,000 check recently presented to benefit with to benefit the Division of Pediatric Hematology/Oncology at Children's Hospital of Pittsburgh UPMC. The funds were given by Northwest patrons as a part of the "Put on Da Beard for Da Kids" program in Northwest Offices across Pennsylvania.

Northwest Region Media

Donation for "da kids:" (From left) Greg Barrett, President of the Children's Hospital of Pittsburgh Foundation, Shawn Walker, Corporate Vice President, Marketing, Michael, a patient, Brett Keisel, Pgh Steelers Defensive End, Dakota, a patient, and Kevin P. Oknefski, SVP, District Manager pose with the \$35,000 check recently presented to benefit with to benefit the Division of Pediatric Hematology/Oncology at Children's Hospital of Pittsburgh UPMC. The funds were given by Northwest patrons as a part of the "Put on Da Beard for Da Kids" program in Northwest Offices across Pennsylvania.

Erie Region Media

For "da kids:" (From left) Greg Barrett, President of the Children's Hospital of Pittsburgh Foundation, Michael, a patient, Brett Keisel, Pgh Steelers Defensive End, Dean Swanson, Dakota, a patient, and Carl Wolfrom, SVP, District Manager, pose with the \$35,000 check recently presented to benefit with to benefit the Division of Pediatric Hematology/Oncology at Children's Hospital of Pittsburgh UPMC. The

funds were given by Northwest patrons as a part of the “Put on Da Beard for Da Kids” program in Northwest Offices across Pennsylvania.

Central Region Media

For “da kids:” Brett Keisel, Pgh Steelers Defensive End, poses with Michael, left, and Dakota, right, and the \$35,000 check recently presented by Northwest Savings Bank to benefit with to benefit the Division of Pediatric Hematology/Oncology at Children’s Hospital of Pittsburgh UPMC. The funds were given by Northwest patrons as a part of the “Put on Da Beard for Da Kids” program in Northwest Offices across Pennsylvania.