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NEWS RELEASE

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BANK AND BRETT KEISEL PUT ON DA BEARD FOR DA KIDS

Northwest Savings Bank and Brett Keisel have teamed up to raise funds for Children's Hospital of Pittsburgh of UPMC's Division of Pediatric Hematology/Oncology. Beginning December 12, 2012 and ending January 16, 2013, visitors to 110 Northwest Savings Bank offices in western and central Pennsylvania will be given the opportunity to donate \$1 or more to the Children's Hospital.

Those who donate will be given the chance to 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 will be displayed prominently in each bank office. All proceeds will go to support Children's.

Pittsburgh Steelers star Brett Keisel, said, "I am thrilled to partner with Northwest Savings Bank and Children's. We are lucky to have the services of Children's in our city and I want to do my best to raise money and awareness." Often called "Da Beard," he continues his support of Children's with his involvement in this program. He has previously helped raise nearly \$100,000 through his annual "Shear Da Beard" event in support of the hospital's Division of Pediatric Hematology/Oncology.

Children's 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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