



First Priority Bank Helps Keep Seniors Safe

*Senior Crimestoppers Charter Presentation held on Tuesday, February, 23rd, 2016 at 10:00 am
Mifflin Center Genesis HealthCare Shillington, PA*

Thanks to First Priority Bank, residents of Mifflin Center Genesis HealthCare in Shillington, PA will live in a safer and even more secure environment. First Priority Bank recently joined the Senior Housing Crime Prevention Foundation (SHCPF), and is helping to protect those seniors by funding the Senior Crimestoppers program for seniors residing in this care facility.

The Senior Housing Crime Prevention Foundation is a national organization that serves as a way for banks to use to fulfill their federally mandated Community Reinvestment Act (CRA) requirements through providing aid to low and moderate income individuals in their local community. The Foundation's mission is to provide safe and secure living environments for our nation's senior nursing home residents, many of whom are low and moderate income individuals, through the operation of the nationally-acclaimed Senior Crimestoppers program.

Crime against the elderly in our society is a longstanding, constant battle that can be reduced and prevented through the operation of the Senior Crimestoppers program in nursing homes and assisted living facilities. Senior Crimestoppers is a coordinated set of components that work together to create a zero tolerance to crime platform in senior housing facilities. Components include personal lockboxes for the residents, cash rewards up to \$1,000 paid anonymously for information about wrongdoing of any kind, and effective, on-going education and training for staff members and residents. Senior Crimestoppers has reduced all aspects of crime in participating facilities by 94%.

Steven A. Ehrlich, President and CEO of First Priority Bank, stated, "First Priority is delighted to partner with The Senior Housing Crime Prevention Foundation in helping to bring this program to Mifflin Center Genesis HealthCare. We certainly recognize the importance of being an advocate for our senior citizens, especially as it relates to matters of finances and money." "Senior Crimestoppers is a way for an administrator to further enhance the lives of the residents they serve. They all work very hard to provide safe, secure, comfortable living environments and their desire to implement the program is just one more example of this. Implementing this program does not mean that the facility currently has a crime problem, but that the administrator is proactively finding a way to keep problems from occurring in the future," said Terry Rooker, president of Senior Crimestoppers.

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Senior Crimestoppers

The Senior Housing Crime Prevention Foundation and First Priority Bank held their charter presentation at Mifflin Center Genesis HealthCare on Tuesday February 23rd, 2016 at 10:00 am. Joining in the festivities were: State Senator Judith L. Schwank, 11th District, Sgt. Tom Pinkasavage, Cumru Township Police Department and Berks County Sherriff, Eric Weaknecht.

About First Priority Financial Corp.

First Priority Financial Corp., is a bank holding company, which along with its bank subsidiary, First Priority Bank, is headquartered in Malvern, Pennsylvania. First Priority Bank, with \$546 million in assets, was chartered in November 2005 and opened for business to the public in January, 2006 as a full service commercial bank providing personal and business lending, deposit products and wealth management services through its eight offices in Berks, Bucks, Chester and Montgomery Counties, Pennsylvania. The common stock of First Priority Financial Corp. trades on the OTCQX marketplace under the symbol FPBK. For further information regarding First Priority Financial Corp. and First Priority Bank, please visit www.fpbk.com.

About the Senior Crimestoppers program

Senior Crimestoppers is a multi-faceted, crime prevention program that protects the elderly from theft, abuse, neglect and financial exploitation, and is administered by the Senior Housing Crime Prevention Foundation. For more information about the program, visit www.SeniorCrimestoppers.com or call 800-529-9096.

About The Senior Housing Crime Prevention Foundation (SHCPF)

Not only does the Foundation impact the lives of the elderly in long-term care facilities, we also impact the community outside of the long-term care industry through the CRA-qualified securities we purchase on behalf of our bank partners. As of June 30, 2015 the community impact has reached approximately \$183 million which goes to provide affordable home mortgages for low-to-moderate income families, affordable healthcare services, small business development providing job creation, as well as other economic development projects. For more information about the Foundation, visit www.SHCPFfoundation.org or call 877-232-0859.