

Fox Chase Bank Announces Campaign to Fight America's Debt Epidemic

Bank CEO co-authors new book to address savings woes

Hatboro, PA – January 27, 2010 – Main Street Americans are still licking their financial wounds as the combination of mounting debt, sagging savings and poor guidance from the financial services community have undermined the collective sense of financial security in this country. Today, to help the average consumer get back on the road to financial freedom, Fox Chase Bank has announced the launch of their “Save! America” campaign.

The first salvo in the bank's broader campaign to address the fallout of America's debt epidemic is the release of a new book authored by Fox Chase Bank's chief executive officer, Tom Petro, and his wife Kris Messner entitled *“Save! America: Your Guide to Achieving Financial Freedom.”*

Drawing on decades of financial experience, Tom and Kris provide a simple, straightforward roadmap for consumers who want to regain control of their financial lives, address their debt problems and achieve their savings goals. Each chapter contains step-by-step instructions for individuals wanting to monitor their own financial behavior, budgeting needs and savings and debt management issues.

“The mood has shifted in America and individuals now desire to become disciplined savers instead of spenders. Fox Chase Bank is providing people with the needed advice and answers that is lacking from the industry,” says Tom Petro, CEO of Fox Chase Bank. “Our mission is to create a new generation of savers. We want to help savers develop timeless financial habits that they can use to achieve true financial freedom.”

In conjunction with the arrival of the book, Fox Chase Bank has unveiled their Certified Savings Counselor™ program. Each bank branch will be staffed with at least one employee who has earned the Certified Savings Counselor designation through a classroom-based education program. The full curriculum of coursework and accompanying ethics standards were designed to make these counselors valuable resources to customers of the bank.

The bank is also making available an online resource center for customers, as well as the community, at www.foxchasebank.com/saveamerica. The resource center is a comprehensive guide where aspiring savers can download free budgeting templates, chapters and excerpts from the *Save! America* book as well as unique savings ideas. Individuals can also register to receive useful savings tips via e-mail.

“Tom and Kris have created an easy to follow plan to get your financial life in order,” says James R. Biery, President, CEO and Treasurer of the Pennsylvania Bankers Association. “We applaud Fox Chase Bank for taking a stand against poor financial habits and charting a course for individuals to follow to their own financial freedom.”

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About Fox Chase Bank

Fox Chase Bancorp, Inc. is the mid-tier stock holding company of Fox Chase Bank. The Bank is a federally chartered savings bank originally established in 1867. The Bank offers traditional banking services and products from its main office in Hatboro, Pennsylvania and ten other branch offices in Bucks, Montgomery, Chester, Delaware and Philadelphia Counties in Pennsylvania and Atlantic and Cape May Counties in New Jersey. For more information, please visit the Bank's website at www.foxchasebank.com.

About *Save! America: Your Guide To Financial Freedom*

SAVE! America: Your Guide to Achieving Financial Freedom was written by Fox Chase Bank CEO Tom Petro and his wife business consultant Kris Messner. The book provides straightforward step-by-step instructions for individuals to get their financial house in order by getting out of debt, creating a budget and saving more of your money. *Save! America* develops successful financial habits and helps set realistic goals to achieve financial freedom. Copies of the book are available at all Fox Chase Bank branch locations.

To view testimonials of *Save! America: Your Guide to Financial Freedom* from prominent Philadelphia leaders including David Kim, Concertmaster of the Philadelphia Orchestra, and Jack and Pina Templeton of the Templeton Foundation please visit www.foxchasebank.com/saveamerica/testimonials.asp