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GREATER HUDSON BANK PARTNERS WITH WHUD'S MIKE BENNETT

Middletown, N.Y., October 4, 2012 – Greater Hudson Bank, N.A. ("the Bank") (OTCQB: GHDS), is pleased to announce that it has formed a new spokesperson partnership with WHUD radio personality Mike Bennett, host of the top-rated morning show in the Hudson Valley.

In this role for Greater Hudson Bank, Mike will be the "voice" of Greater Hudson's new advertising and social media campaign. He will also be involved in supporting the many initiatives that Greater Hudson supports such as its charitable organizations and business seminars for the community. Mike has built his career on establishing long-term relationships with his listeners. He plans on making regular visits to Greater Hudson Bank locations throughout the Hudson Valley to make personal connections with Greater Hudson's clients.

"We are very excited to be officially partnered with Mike Bennett. He has been called 'the *voice* of the Hudson Valley,' and at Greater Hudson Bank we are striving to become 'the bank of *choice* in the Hudson Valley,' so we thought it was a natural partnership," said Jenet Ferris, marketing director for Greater Hudson Bank. "Mike shares our deep involvement in the region, understanding of its people, and commitment to good causes here."

Mike Bennett has been a leader in broadcasting in the Hudson Valley for more than 40 years. He is currently heard on "Mike and Kacey in the Morning," the top rated morning show in the region.

"I look forward to spreading the word about how Greater Hudson Bank's personalized service can help families and businesses achieve and exceed their financial goals," says Mr. Bennett. "Greater Hudson's unwavering local focus gives it a unique ability to understand and meet the banking needs of our community."

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Greater Hudson Bank, N.A., founded in 2002, is headquartered in Middletown, New York. The Bank has 5 branches which are located in Middletown, Monroe and Warwick, Orange County, New York; Bardonia, Rockland County, New York; and White Plains, Westchester County, New York. The Bank is chartered by the Office of the Comptroller of the Currency and its deposits are insured by the Federal Deposit Insurance Corporation. As evidence of the Bank's financial strength, Greater Hudson Bank has been recognized with a superior rating by the country's leading independent bank rating and research firm, BauerFinancial, Inc. Further information can be found on the Bank's website at www.GreaterHudsonBank.com.