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FOR IMMEDIATE RELEASE

GREATER HUDSON BANK, N.A. APPOINTS LAURENCE R. MARCHINI III AS

CHIEF LENDING OFFICER

Middletown, N.Y., November 16, 2012 - Greater Hudson Bank, N.A. ("the Bank") (OTCQB: GHDS) is pleased to announce the appointment of Laurence R. Marchini III to the position of Senior Vice President and Chief Lending Officer. In this position, Mr. Marchini will have oversight for Greater Hudson Bank's lending functions, including strategic initiatives and new product development, new business development, loan origination as well as overseeing the Bank's lending staff.

"The addition of Larry adds tremendous value to our management and lending team at Greater Hudson Bank," commented Greater Hudson's president and CEO, Eric J. Wiggins. "We are very fortunate to have a senior banking professional with broad experience to lead our lending function and help us continue to grow our banking presence throughout the Hudson Valley."

Mr. Marchini brings to the Bank almost 20 years of banking, management, credit and lending experience. He was most recently employed with Gotham Bank of New York where he held the position of president. Mr. Marchini holds a B.A. from Saint Lawrence University. "I am excited for the opportunity to work with Greater Hudson Bank to help attract new clients and focus on providing a high level of personal service within our market area," said Mr. Marchini.

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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 Banks' 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.

Forward-Looking Statements: This Press Release may contain certain statements which are not historical facts or which concern the Bank's future operations or economic performance and which are to be considered forward-looking statements. Any such forward-looking statements are made pursuant to the safe harbor provisions of the Private Securities Litigation Reform Act

of 1995. The Bank cautions that all forward-looking statements involve risk and uncertainties, and that actual results may differ from those indicated in the forward-looking statements as a result of various factors, such as changing economic and competitive conditions and other risk and uncertainties. In addition, any statements in this news release regarding historical stock price performance are not indicative of or guarantees of future price performance.