

**NEWS RELEASE
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**NORTHWEST SAVINGS BANK RANKS HIGHEST
IN CUSTOMER SATISFACTION IN MID-ATLANTIC REGION
ACCORDING TO J.D. POWER AND ASSOCIATES**

Northwest Savings Bank is ranked highest in customer satisfaction in the Mid-Atlantic Region according to the J.D. Power and Associates 2010 Retail Banking Customer Satisfaction Study. (SM)

The study, conducted in January, analyzes overall customer satisfaction with their retail banking experience based on six factors: account activities, account information, facility, fees, problem resolution, and product offering. Northwest received the highest customer satisfaction score in the Mid-Atlantic Region, which includes Pennsylvania, New York, New Jersey, Delaware, Maryland, Virginia, and Washington, D.C.

"Earning this award for being highest ranked in our six-state region from J.D. Power and Associates is an honor and a solid demonstration of our employees' commitment to the customers of our bank," said Steven G. Fisher, Executive Vice President, Banking Services of Northwest Savings Bank. "This is a recognition that we value and that we set our sights on achieving several years ago. All aspects of our service delivery have been enhanced through a dedicated continuous improvement program designed to provide the highest level of customer satisfaction."

William J. Wagner, President and CEO of Northwest Savings Bank, added, "Northwest Savings Bank has been serving its customers for over 113 years. We understand that customers have choices and we are honored to be able to provide them the very best financial products and services. We're proud to have received their recognition in this study and to be their bank. We thank our employees for their hard work and dedication and our customers for their support."

Mr. Wagner continued to say that the J.D. Power and Associates ranking tops twelve momentous months for the local bank. "The recognition is the culmination of a lot of great news for Northwest Savings Bank. In 2009, we were named one of America's 100 Most Trustworthy Companies by Forbes Magazine. We sold \$688 million in stock to become a fully-public company, building our reserves and enabling us to expand our franchise. We saw record growth in deposits and we originated over \$1.8 billion in loans despite weak economic conditions. With the J.D. Power and Associates ranking, it demonstrates that we really are the bank where people make the difference."

J.D. Power and Associates of Westlake, California has completed these studies and released these rankings for five years. Northwest Savings Bank believes that receiving top ranking in one of the nation's geographical districts is one of the highest accolades a financial institution can receive. The rankings reflect the results of surveys conducted with nearly 48,000 banking customers nationally. Additional information about the study and its methodology may be found at <http://www.jdpower.com/finance/articles/2010-Retail-Banking-Satisfaction-Study>

About Northwest Savings Bank

Headquartered in Warren, PA, Northwest Savings Bank is a full-service community bank that operates 171 offices in Pennsylvania, New York, Ohio, Maryland, and Florida. With assets of \$8 billion, Northwest offers its customers a full range of personal and business banking services plus investment management services. The stock of its parent company, Northwest Bancshares, Inc., trades on the Nasdaq Global Select Market under the symbol "NWBI." For more information about Northwest Savings Bank, please visit northwestsavingsbank.com.

About J.D. Power and Associates

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