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FOR IMMEDIATE RELEASE

**Beneficial Bank to Donate More than \$10,000
in Tennis Equipment to Local Children**

Part of Bank's sponsorship of 2012 Philadelphia Freedoms

PHILADELPHIA, PA (JULY 6, 2012) – Beneficial Bank today announced that The Beneficial Foundation is donating 500 tennis racquets to hundreds of local children, as part of its support of the upcoming Philadelphia Freedoms public tennis programs.

The new racquets are being provided to area children who are participating in two Philadelphia Freedoms professional tennis clinics that Beneficial is producing in partnership with Holy Name-St. Joe's University Summer Camp and with Northern Children's Services' summer camp.

"We are especially pleased to provide the equipment that will allow local kids to continue to pursue tennis beyond these special camp clinics," said Gerry Cuddy, Beneficial Bank President and CEO. "It fits with our educational mission as well as our goal to bring Philadelphia Freedoms professional tennis to as many local fans as possible."

During the clinics at The Pavilion at Villanova University on Tuesday, July 10 and Wednesday, July 25, kids will learn tennis fundamentals from Philadelphia Freedoms tennis team pros and coaches. The recipients of the donated racquets will also be provided with Beneficial-branded t-shirts, tennis balls and carrying bags.

In addition to the summer camp clinics, free racquets donated by Beneficial Foundation will also be distributed to the first 400 kids aged 14 and under who attend the Philadelphia Freedoms' Kids' and Teen Night on July 11. Total value for the equipment donations is approximately \$10,000.

Beneficial Bank is the presenting sponsor of the Philadelphia Freedoms. The Freedoms will play their home matches at The Pavilion at Villanova University on seven nights from July 10-25.

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About The Beneficial Charitable Foundation

Beneficial Bank established The Beneficial Foundation to fund community development programs that support children and families in crisis, with special emphasis given to educational, after school and early childhood development programs. Since its inception in 2007, The Beneficial Foundation has awarded more than 766 grants totaling approximately \$2.5 million to non-profit community organizations throughout Southeastern Pennsylvania and Southern New Jersey. Visit <https://www.thebeneficial.com/foundation-mission.asp> for more information

About Philadelphia Freedoms

The Philadelphia Freedoms will play 14 matches during their 2012 regular season schedule in the WTT Pro League presented by GEICO, including seven home matches this July at The Pavilion at Villanova University. The Freedoms are owned by Billie Jean King and led by Head Coach Josh Cohen. 2012 team members include former No. 8 **Mark Philippoussis** and fan-favorite **James Blake**, plus the top overall pick in the WTT Roster Draft, doubles team of twin sisters **Karolina and Kristyna Pliskova** as well as **Luka Gregorc** of Slovenia, and doubles standout **Jordan Kerr** from Australia.

Freedoms events feature world-class tennis in an innovative, fast-paced World TeamTennis coed team format. Each evening includes exciting Block Parties featuring USTA Quick Start Tennis, live music, inflatables, mascots, kids' games, prizes, food and much more.

The 2012 Philadelphia Freedoms are presented by Beneficial Bank and hosted by Cancer Treatment Centers of America. Generous support is also provided by official sponsors 23K, Bulova, CBS3/CW Philly, Color Reflections, DoubleTree by Hilton Philadelphia – Valley Forge, Drexel Sport Management, Excel/Apex Physical Therapy, Fast Signs of Delaware, Fidelity Investments, Fleming's Prime Steakhouse & Wine Bar, Fromuth, Grimm & Grove Communications, Hamlin Family Foundation, Macy's, McShane Sports Medicine, Philadelphia Magazine, Play Gr8.com, Secrets Limousine Service, Sweet Street Desserts, Tableleaf Wine, Tennis Farm, USTA Middle States and Yards Brewing Company. The official caterer of the Philadelphia Freedoms is Brûlée Catering.

Visit www.philadelphiafreedoms.com and www.facebook.com/PhiladelphiaFreedoms for more information.