

The Dime Savings Bank of Williamsburgh ("Dime Savings") operates a successful banking franchise in the neighborhoods of New York City, the world's financial capital. Our retail banking franchise, founded almost 140 years ago, has been built upon steadfast commitment to our customers and the communities in which they live. Additionally, over the past 30 years, we have built a successful multi-family residential real estate lending franchise that has served the New York City market. Both our retail banking and lending franchises reflect the character of our marketplace.

The dense population surrounding our branches dominates our retail banking landscape. Our primary customers are the local members of the varying ethnic communities that we serve. On average, our retail customer banks "in-store" and utilizes a full array of financial products and services. Today, Dime Savings

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provides consumer banking services to more than 74,000 households through a network of 20 branches. Our emphasis on service, convenience and the continual addition of new products has enabled us to deepen our relationships with these households.

Our multi-family residential lending franchise also reflects the character of our market. In New York City, the majority of our fellow citizens live in apartment units. We continue to serve the needs of apartment building owners who finance both increases and improvements to the stock of apartment units throughout New York City. Today, buildings financed by Dime Savings provide homes to more than 250,000 of our fellow City residents. Many of those same buildings, in turn,

are also home to a wide variety of businesses, ranging from restaurants and retailers to dry cleaners, shoe repair shops and national chains. They are the markets and meeting places that define our neighborhoods.

*Dime Savings' Senior Vice President Group. From left to right: Michael Pucella, Finance; George Fuller, Systems; Vincent Martucci, Lending; Samuel Fritsky, Marketing; and Timothy King, Chief Investment Officer.*

What allows our Company to outperform our peers in this highly competitive marketplace is our experience, complete understanding of our marketplace and the depth of our relationships with our customers. We execute a steady, measured business plan aimed at maximizing our profitability while operating as a niche community bank.

