



# news release

HUDSON VALLEY  
BANK

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## FOR IMMEDIATE RELEASE

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## CONTACT

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### **Seth Berman Joins Hudson Valley Bank Business Development Board**

Yonkers, NY- January 23, 2012, James J. Landy, President and CEO of Hudson Valley Bank, has announced that Seth Berman, Executive Director of Family Service Society of Yonkers, NY, has joined the Bank's Business Development Board. Family Service Society was founded in 1883 and over the years has expanded to provide programs and services to Yonkers residents, as well as Westchester County and Bronx families in need.

Mr. Berman spent his career in the Human Services field and is affiliated with many organizations including the Westchester County Department of Social Service Commissioner's Advisory Council and the New York State Long Term Care Advisory Council. He is also a Board member of the Community Planning Council of Yonkers. Recognized for his accomplishments he is a recipient of the City of Yonkers Chamber of Commerce Business Hall of Fame for Public Service and the Volunteer Center Social Justice Award for its Grand Power Advocate program.

Members of the Hudson Valley Bank Business Development Board are appointed by the Board of Directors to provide a link to the local communities and to assist the Bank in developing new business. We are delighted to have Seth as a member of our Business Development Board." Mr. Landy said. "With his knowledge and experience, he will assist in the future growth and expansion of the Bank."

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*Hudson Valley Bank is a Westchester based Bank with more than \$2.8 billion in assets, serving the metropolitan area with 35 branches located in Westchester, Rockland, the Bronx, Manhattan and Brooklyn in New York and Fairfield County and New Haven County, in Connecticut. Hudson Valley specializes in providing a full range of financial services to businesses, professional services firms, not-for-profit organizations and individuals; and provides investment management services through a subsidiary, A. R. Schmeidler & Co., Inc. Hudson Valley Holding Corp.'s common stock is traded on the NYSE under the ticker symbol "HVB" and is included in the Russell 3000® Index. Additional information on Hudson Valley Bank can be obtained on their web-site at [www.hudsonvalleybank.com](http://www.hudsonvalleybank.com).*