



news release

HUDSON VALLEY
BANK

21 Scarsdale Road
Yonkers, NY 10707 (914) 961-6100
www.hudsonvalleybank.com

FOR IMMEDIATE RELEASE

Hudson Valley Bank
21 Scarsdale Road
Yonkers, NY 10707

CONTACT

James J. Landy
President & CEO
(914) 771-3230

Anthony J. Doherty Named Manager Of Hudson Valley Bank's New Suffern Branch

Yonkers, NY, January 19, 2012– James J. Landy, President & CEO of Hudson Valley Bank, has announced that Anthony J. Doherty has been named Vice President and Manager for the Bank's Suffern Office, slated to open January 23, at 4 Executive Blvd., Suite 103, in Suffern NY.

Mr. Doherty joins Hudson Valley Bank from Capital One Bank in Nanuet NY, where he served as a Vice President and Branch Manager. Prior to that he was with The Bank of New York, where he served in a number of positions, most recently as a Branch Manager.

He is a graduate of Baruch College with a degree in Statistics and resides in Nanuet, NY.

"As a local resident and experienced Rockland banker, we are confident that Anthony understands the marketplace and the banking needs of businesses and individuals in the Suffern area," Mr. Landy said. "We are confident that he will provide the professionalism and high level of personal service customers expect from Hudson Valley Bank."

The Suffern branch will be conveniently located off Airmont Road, Rte. 59 and Exit 14B of the NYS Thruway. This branch will be unique with no teller lines to offer a truly private banking experience to meet the deposit, lending and investment needs of people who live and work in Suffern and surrounding communities. The branch will be open Monday through Friday from 8:30 a.m. to 4:30 p.m.

Hudson Valley Bank also has a branch located at 254 South Main Street, New City.

#

About Hudson Valley Holding Corp. Hudson Valley Holding Corp. headquartered in Yonkers, NY, is the parent company of Hudson Valley Bank ("Hudson Valley"). 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.