



Media Contact:

Sarah Barr, 203-578-2287

sbarr@websterbank.com

Dawn Melesko Named a Top Banking Influencer on Twitter

WATERBURY, Conn., August 13, 2013 –Webster Bank today announced that Dawn Melesko, vice president, Social Media at Webster, has recently been named one of the “Top 20 Influencers on Twitter” by [Independent Community Bankers of America®](#) (ICBA). This ranking is the first of its kind and highlights social media trailblazers in the financial industry.

Winners were chosen based on their community engagement with fans and followers; the content distributed on their social media platforms; the number of fans and/or followers; and the frequency of posting new content. In September’s issue of *ICBA Independent Banker*, some of the banks and bankers will be profiled.

“Building a brand goes beyond a perceived geographical footprint; social media opens the doors of opportunity even wider for community banks. Consumers now expect fresh content, insight and consistent interaction with brands they are connected to online, and community banks are no exception. ICBA is proud to highlight those community banks and bankers who are blazing a critical trail forward by making social media an integral part of their brand and communications strategy,” ICBA Executive Vice President/Chief Marketing Officer Chris Lorence said.

Webster Bank is a leading regional bank based in Waterbury, Conn., and serves businesses and consumers from metro New York, to Boston, Mass. Melesko joined Webster in 2011 as associate vice president, Social Media and was quickly promoted to her current title of vice president.

A resident of Vernon, Conn., Melesko earned her Bachelor’s degree from Central Connecticut State University. She gives of herself in the community by volunteering DJ services for fundraisers, is a former board member of the Wallingford Emergency Shelter, and makes public speaking appearances throughout Connecticut regarding Social Media.

About Webster

Webster Financial Corporation (NYSE: WBS) is the holding company for Webster Bank, N.A. With \$20 billion in assets, Webster provides business and consumer banking, mortgages, financial planning, trust and investment services through 169 banking offices; 303 ATMs; telephone banking; mobile banking; and the Internet. Webster Bank owns the asset based lending firm Webster Business Credit Corporation; the equipment finance firm Webster Capital Finance Corporation; and provides health savings account trustee and administrative services through HSA Bank, a division of Webster Bank. Member FDIC and equal housing lender. For more information about Webster, including past press releases and the latest annual report, visit the Webster website at www.websterbank.com or follow us on LinkedIn <http://linkedin.com/company/webster-bank> and Twitter <https://twitter.com/WebsterBank>.