

Flushing Bank Announces the Launch of Complete Banking

Feb 02, 2015 2:00 PM

LAKE SUCCESS, N.Y., Feb. 2, 2015 (GLOBE NEWSWIRE) -- Flushing Financial Corporation (the "Company") (Nasdaq:FFIC), the parent holding company for Flushing Bank (the "Bank"), announced that the Bank has launched a new line of banking products called **Complete Banking**. The announcement was made by John R. Buran, President and Chief Executive Officer.

Mr. Buran stated: "Recently, we conducted a series of focus groups with customers and non-customers to better understand what drives their decision in choosing a bank. It was pretty simple – access, convenience and service. Of course, no fees and high interest rates were also mentioned. This insight coupled with feedback from our employees, specifically our front line sales people, was used to develop a new product suite and introduce a brand new way to bank with us called **Complete Banking**."

"**Complete Banking** consists of three checking products each tailored to meet the needs of a different customer segment. Our goal is to provide customers with the flexibility and choice to select the product that is best suited for their specific financial situation. Our rebranded checking accounts will offer a wide array of services and provide options so our customers can choose the account that is right for them."

Mr. Buran added, "**Complete Banking** provides customers with the complete access and control that they want, and expect, to manage their accounts on the go. Customers can enjoy the flexibility and convenience of banking anywhere, anytime with our mobile banking and mobile check deposit apps which allow customers to conduct banking on their phone or mobile device such as taking a picture of their check for deposit. **Complete Banking** also provides expanded ATM access with a choice of products that offer added value such as free ATM transactions for our Complete Checking Premier customers."

About Flushing Financial Corporation

Flushing Financial Corporation is the holding company for Flushing Bank, a New York State-chartered commercial bank insured by the Federal Deposit Insurance Corporation. The Bank serves consumers, businesses, and public entities by offering a full complement of deposit, loan, and cash management services through its 17 banking offices located in Queens, Brooklyn, Manhattan, and Nassau County. The Bank also operates an online banking division, iGObanking.com®, which offers competitively priced deposit products to consumers nationwide.

Additional information on Flushing Bank and Flushing Financial Corporation may be obtained by visiting the Company's website at <http://www.flushingbank.com>.

"Safe Harbor" Statement under the Private Securities Litigation Reform Act of 1995: Statements in this Press Release that are not descriptions of historical facts may be forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995, Section 27A of the Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934. Forward-looking information is inherently subject to risks and uncertainties, and actual results could differ materially from those currently anticipated due to a number of factors, which include, but are not limited to, risk factors discussed in the Company's Annual Report on Form 10-K for the fiscal year ended

December 31, 2013 and in other documents filed by the Company with the Securities and Exchange Commission from time to time. Forward-looking statements may be identified by terms such as "may", "will", "should", "could", "expects", "plans", "intends", "anticipates", "believes", "estimates", "predicts", "forecasts", "potential" or "continue" or similar terms or the negative of these terms. Although we believe that the expectations reflected in the forward-looking statements are reasonable, we cannot guarantee future results, levels of activity, performance or achievements. The Company has no obligation to update these forward-looking statements.

CONTACT: Maria A. Grasso
Senior Executive Vice President, Chief Operating Officer
Flushing Bank
718-961-5400

Source: Flushing Financial Corporation