



For Immediate Release
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**Wayne Bank joins ABA and Banks Across U.S. for #BanksNeverAskThat
Anti-Phishing Campaign**

Honesdale, PA –Wayne Bank has joined the American Bankers Association and banks across the nation to promote an industry-wide campaign educating consumers about the persistent threat of phishing scams. The FDIC estimates that consumers lost \$8.8 billion to phishing and other fraud in 2022, an increase of 44% compared to 2021. To combat phishing, the award winning #BanksNeverAskThat campaign uses attention-grabbing humor and other engaging content to empower consumers to identify fake bank communications asking for sensitive information like their passwords and social security numbers.

“We are happy to be partnering with the American Bankers Association for this campaign. With fraud and scams unfortunately on the rise, we want to be vigilant in protecting our customers and educate them on the importance of keeping their personal information secure”, stated Jillian Guenther, Wayne Bank Vice President, and Fraud Officer. “This campaign encourages our customers to be mindful of the lengths to which scammers and fraudsters will go to capture

their personal information. Being able to identify red flags and warning signs are key in preventing fraud.”

Wayne Bank has been sharing eye catching and engaging short videos and consumer tips on social media and in their Community Offices designed to highlight common phishing schemes. Because cybersecurity education and fraud awareness can often be dull and forgettable to many consumers, the #BanksNeverAskThat campaign is designed to be bright and bold with a bit of comedy. Consumers are directed to BanksNeverAskThat.com where they will find a new interactive quiz, the “Scam City” video game, engaging videos, and tips on how to spot phishing scams. Additionally, the campaign is offering a Spanish language version of the website, BancosNuncaPidenEso.com, and providing of other #BanksNeverAskThat consumer resources in Spanish.

For more information about phishing scams and how to stop fraudsters in their tracks, visit www.BanksNeverAskThat.com.

Wayne Bank is a subsidiary of Norwood Financial Corp., Member FDIC, and is located in Honesdale, Pennsylvania. The Bank has 29 Community Offices serving Wayne, Pike, Monroe, Lackawanna, and Luzerne Counties in Pennsylvania, along with Delaware, Sullivan, Otsego, Ontario, and Yates Counties in New York State, including those offices operating under the Bank of Cooperstown and Bank of the Finger Lakes brands. The stock trades on the NASDAQ Global Market under the symbol— NWFL.

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