

## *News Release*

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### **Wilmington Trust Extends Bank Smart Promotion Through Summer**

*Grand prize winner to be announced on September 2*

Wilmington, DE, August 1, 2008 – Wilmington Trust, Delaware’s leading retail and commercial bank, announced today that it is extending its Bank Smart Great Gasoline Giveaway promotion through the end of August 2008.

The promotion, which began July 1, is designed to help ease the strain on consumers’ finances brought on by increased prices for gasoline and other essential purchases. Consumers and businesses without a current checking account at Wilmington Trust receive a \$50 Wilmington Trust Visa® Gift Card when a new checking account is opened during the promotion and an additional \$50 when direct deposit is added to the new account.

Individuals who visit any of Wilmington Trust’s full-service branch offices during the promotional period are also eligible to enter a no-purchase-necessary sweepstakes to win the Bank Smart grand prize, a fuel-efficient 2008 smart fortwo passion coupe. The grand prize winner will be announced live on Delmarva Broadcasting Company radio station, WSTW 93.7 FM, on Tuesday, September 2, 2008.

The promotion also includes a giveaway of \$1,000, in the form of 20 \$50 Wilmington Trust Visa Gift Cards, every Monday through Friday during August at a different Wilmington Trust branch office in Delaware. The location of each day’s giveaway will be announced during the morning hours on the following Delmarva Broadcasting radio stations: WSTW 93.7 FM; WDEL 1150 AM; WAFL Eagle 97.7 FM; WXJN 105.9 FM Cat Country; Cool 101.3 FM; WXCY 103.7 FM; and La Exitosa 930 AM. Every Thursday in August is “Text in Thursday” at all of the above radio stations. On each of these days a \$1,000 gift card will be given to the listener who sends the 1,000<sup>th</sup> text message to any of the stations at the designated time. Thus far, consumers have received daily and weekly prizes with a total value of \$27,000 in Wilmington Trust’s Bank Smart Great Gasoline Giveaway promotion.

Wilmington Trust's most popular checking account options for personal banking include Free Custom Checking, Value Banking Checking, and Monster Mile® Checking. Business banking clients can choose from several checking accounts designed especially for their unique needs, including Free Business Checking and Business Edge Checking. Wilmington Trust checking accounts have a wide-range of features, including free On-Line Banking with bill payment services, free QuickCheck<sup>SM</sup> Debit Card, and many others.

Wilmington Trust Corporation (NYSE: WL) is a financial services holding company that provides Regional Banking services throughout the mid-Atlantic region, Wealth Advisory Services for high-net-worth clients in 36 countries, and Corporate Client Services for institutional clients in 86 countries. Its wholly owned bank subsidiary, Wilmington Trust Company, which was founded in 1903, is one of the largest personal trust providers in the United States and the leading retail and commercial bank in Delaware. Wilmington Trust Corporation and its affiliates have offices in Minnesota, Nevada, New Jersey, New York, Pennsylvania, South Carolina, Vermont, the Cayman Islands, the Channel Islands, London, Dublin, Frankfurt, Luxembourg, and Amsterdam.

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Gift cards are issued by MetaBank, a federal savings association, pursuant to a license from Visa USA.



*Wilmington Trust will give away a fuel-efficient 2008 smart fortwo passion coupe in its Bank Smart sweepstakes being held in August.*