

News Release

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***Wilmington Trust Offers “Summer Fun” Banking Promotion
Promotion designed to highlight checking account, direct deposit options***

Wilmington, DE, July 29, 2010 – Wilmington Trust, Delaware’s leading retail and commercial bank, is offering the chance to win a 2010 Ford Fusion Hybrid sedan during its newest promotion designed to highlight the company’s checking account and direct deposit options for both personal and business banking.

During the ***Summer Fun In-Fusion*** promotion, which runs from July 26 through August 28, 2010, 25 finalists will be chosen from the entry forms completed before and during one-hour drawings five days each week at each day’s designated Wilmington Trust branch office. Four additional finalists will also be chosen from all entries received during the promotional period and one finalist will be chosen from Wilmington Trust’s Facebook fans. The grand prize, a 2010 Ford Fusion Hybrid, will be awarded to one of those 30 finalists on September 1 at Wilmington Trust’s Dover branch office. The Fusion was named 2010 Car of Year by ***Motor Trend*** magazine.

“We’re infusing fun into our newest promotion with the opportunity to win a 2010 Ford Fusion Hybrid,” said Rebecca DePorte, senior vice president of Personal Financial Services for Wilmington Trust. “This promotion also gives us a chance to highlight our highly competitive checking account alternatives and the benefits of direct deposit. We’re excited about it and hope to see a lot of participation in the no-purchase-necessary contest. ”

The promotion also includes weekly summer-themed giveaways. In addition, anyone who opens a new checking account during the promotion and uses his or her Wilmington Trust QuickCheckSM Debit Card once within 30 days will receive a \$50 account opening bonus. Those who also establish direct deposit to the new account will receive an extra \$50.

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 QuickCheckSM Debit Cards, and many others. The company operates 48 banking locations and more than 200 automated teller machines (ATMs) in Delaware.

No purchase is necessary to be eligible to win. The designated branch and time of the daily drawing period will be announced on Delmarva Broadcasting Company-owned radio stations WSTW 93.7 FM/HD; Cat Country 97.5 and 105.9 FM; Eagle 97.7 FM/HD; WXCY 103.7 FM; and WDEL 1150 AM. Complete details about ***Summer Fun In-Fusion***, including designated branches and drawing times for a current week, are available at www.wilmingtontrust.com/summerfun. Details and contest entry forms can also be obtained at any Wilmington Trust branch office in Delaware.

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 89 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 Arizona, California, Connecticut, Delaware, Florida, Georgia, Maryland, Massachusetts, Michigan, 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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