



GE Money



News Release

GE MONEY AND PROVIDENT BANK PARTNER TO PROVIDE CREDIT CARDS TO RETAIL AND BUSINESS CUSTOMERS

Provident Bank Rewards Platinum and Business MasterCards® Offered in Maryland, Virginia & Pennsylvania

STAMFORD, Conn. — September 4, 2007 — GE Money, the consumer lending unit of General Electric Company (NYSE:[GE](#) - [News](#)), and Provident Bank (NASDAQ: PBKS), Maryland's largest independent commercial bank, today announced they will offer a Provident Bank Rewards Platinum MasterCard® and ProductivitySM Card for Business MasterCard to its customers in Maryland, Virginia and Southern York County, PA.

“For more than 120 years, Provident Bank has been serving our communities and providing financial solutions and resources,” said Stephen Heine, Executive Vice President, Consumer Banking for Provident Bank. “We’re excited to partner with GE Money and MasterCard to provide Provident Bank customers convenient purchasing power and rewards advantages.”

The Provident Bank Rewards Platinum MasterCard credit card, issued by GE Money Bank and featuring Provident Bank's brand, will be made available to Provident Bank's retail customers through its 149 branches, Website and direct mail. Cardholders will earn Net Rewards points in the amount of one point for every dollar spent. Points may be redeemed for merchandise, travel, cash and gift cards, including the Provident Bank Gift Card.

“The Provident Bank Rewards Platinum MasterCard is a great way to deliver greater flexibility and attractive rewards – an important value proposition for cardholders,” said Scott Young, senior vice president for GE Money's personal finance business. “Our expertise in providing partnership credit programs that deliver high value and service complement's Provident Bank's superior reputation as a commercial bank that offers innovative financial solutions.”

The Productivity Card for Business offers convenience and control for commercial customers. With spending profiles that dictate employee usage, online real-time transaction monitoring tools, and sophisticated exception reporting, the card supports the expense management goals of business users. The card also offers a rewards program and discounts with specific merchants.

“The GE Money business card has proven to be a successful product for dozens of regional banks throughout the country,” said Jeffery Dye, senior vice president for GE Money’s commercial card business. “We deliver the program support and technology while banks such as Provident control the branding and marketing to their customers.”

About Provident Bank

Provident Bankshares Corporation is the holding company for Provident Bank (NASDAQ: PBKS), largest independent commercial bank headquartered in Maryland. With \$6.3 billion in assets, Provident serves individuals and businesses in the key urban areas of Baltimore, Washington and Richmond through a network of 149 offices in Maryland, Virginia, and southern York County, PA. Provident Bank also offers related financial services through wholly owned subsidiaries. Securities brokerage, investment management and related insurance services are available through Provident Investment Company and leases through Court Square Leasing and Provident Lease Corp. For more information, visit www.provbank.com.

About GE Money

With \$190 billion in assets, GE Money, a unit of General Electric Company (NYSE:[GE](#) - [News](#)), is a leading provider of credit services to consumers, retailers and auto dealers in 55 countries around the world. GE Money, based in Stamford, Conn., offers a range of financial products, including private label credit cards, personal loans, bank cards, auto loans and leases, mortgages, corporate travel and purchasing cards, debt consolidation and home equity loans and credit insurance. More information can be found online at www.gemoney.com.

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