

**For Release at 10:00 a.m. ET
July 8, 2010**

Downtown business expands, ribbon cutting ceremony

Who: EPIC Advisors, Inc.

Where: 150 State St. Suite 200, Rochester, NY

When: July 13 at 10:00 a.m.

Growing Workforce Leads to Downtown Office Expansion

Rochester-based Recordkeeping Firm Has Added 31 Jobs Since Last Year

ROCHESTER, NY, July 8, 2010 — For the second time in a year, EPIC Advisors, Inc., a leading provider of retirement plan services and solutions, has expanded its operations in downtown Rochester. EPIC recently acquired 2,500 square feet of space for a total of 5,000 additional square feet to house 31 new employees the firm has hired over the past 18 months.

The company now occupies the entire 19,000 square feet of space on the second floor of 150 State Street, where EPIC has been headquartered since October 2005. The latest expansion took three months to complete and provides additional meeting rooms and offices.

“The Rochester area is a great place to do business, and we are fortunate to be experiencing job growth in a very challenging economic climate,” said Robert F. Judd, president of EPIC Advisors. “By expanding our facilities and skilled workforce we will be better able to serve our growing customer base.”

EPIC now employs 84 people at their Rochester location. The new employees have been hired to support every functional area of the company, including client services, systems and operations, compliance, conversions, information technology, marketing and sales.

About EPIC Advisors

Founded in 1993, EPIC Advisors, Inc. is a full-service 401(k) plan recordkeeping firm specializing in participant-directed plans using daily valuation recordkeeping. EPIC is headquartered in Rochester, New York, and serves financial institutions and small to midsize companies. EPIC currently provides recordkeeping services for more than 1,300 retirement plans with nearly \$5 billion in assets, and across 33 states. EPIC is a wholly owned subsidiary of NBT Financial Services, a subsidiary of NBT Bancorp, Inc. (NASDAQ: NBTB). More information about EPIC Advisors can be found at www.epic1st.com or www.401ktalk.com.

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