

**For Immediate Release
October 4, 2010**

Three EPIC Employees Earn New Professional Certification

Leading industry journal spotlights the firm's ongoing commitment to employee education

ROCHESTER, NY, October 4, 2010 — Jean Dailey, Jessica Curtin, and Lisa Tymann, all employees of EPIC Advisors, Inc., have earned the newly-created Tax-Exempt & Governmental Plan Consultant (TGPC) professional designation from the American Society of Pension Professionals & Actuaries (ASPPA).

The TGPC designation was created by ASPPA to educate professionals who specialize in the 403(b) and/or 457 marketplace as well as other plans maintained by tax-exempt and governmental entities. To earn the TGPC credential, a candidate must pass a series of examinations on retirement plan fundamentals and tax-exempt and government plan concepts, in addition to fulfilling other requirements that demonstrate further training or professional experience in the field.

Dailey joined EPIC in 1996, and currently serves as the company's Director of Consulting and Risk Management. She is a Certified Public Accountant (CPA), and also holds the CPC, QPFC, QPA and QKA credentials from ASPPA. In addition, Dailey has earned the Internal Revenue Service's Enrolled Retirement Plan Agent (ERPA) designation. She resides in Greece.

Tymann, an Internal Sales Support Representative, joined EPIC three years ago. Curtin has worked for EPIC since 2008, and is a Client Support Representative. Both

Tymann and Curtin have also earned the QKA designation, and Tymann holds the QPFC designation as well. They are Henrietta residents.

The ASPPA Journal recently featured an article highlighting EPIC's longstanding commitment to educating its staff.

“We've built a strong service culture for our clients, and that includes providing service personnel who are certified as industry professionals and who stay current on industry news and trends,” said Bob Judd, President of EPIC. “ASPPA has recognized EPIC as a leader in the use of industry training and credentialing programs to educate, motivate, and reward our employees.”

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's client base spans 33 states and comprises over 1,300 retirement plans, more than 115,000 participants and nearly \$5 billion in assets. 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.

For more information, contact:

Melissa Campbell
Pulse Marketing Group
+1-585-377-7555 ext. 219
melissa@pulsemarketinggroup.com

