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**Waterstone Mortgage Unveils New Company Brand**

*New brand moves company forward as it continues to grow*

PEWAUKEE, WI (August 21, 2013) – Waterstone Mortgage Corporation, a national leader in the mortgage lending industry, introduced its new company brand today, the first major brand transformation the company has undertaken in its 13-year history.

The new corporate brand underscores Waterstone Mortgage's continued commitment to its mission of taking the confusion and anxiety out of the mortgage process to give customers a clear path to their dream of homeownership.

"Developing the brand gave us a renewed focus on our mission and values," said President and CEO Eric Egenhoefer. "Our new corporate brand identity reflects our company's customer focus and our brand promise: to do the right thing and always move forward. Just as our company has evolved and grown, so too must our brand evolve to show the value it brings to our customers across the country."

The new brand elements highlight the clarity and strength brought to the lending process by Waterstone Mortgage. These elements have been infused into the company website, print advertising, online advertising, social media, recruitment marketing, and employee communications. Additionally, the brand will be prominently featured at the new Waterstone Mortgage headquarters when the company moves to N25 W23255 Paul Road in Pewaukee this summer.

The goal of the new brand is to help foster a unified national message, as well as provide customers with a deeper understanding of Waterstone Mortgage's breadth of loan programs and unparalleled industry expertise. The enhanced brand is also meant to inspire Waterstone Mortgage employees to be brand advocates and live the company's values of expertise, discipline, innovation, honesty, simplicity, and responsiveness.

"We believe our people are the brand, and our values show what we look for in our professionals and partners and how we do business," said Egenhoefer.

To learn more about Waterstone Mortgage, visit [www.WaterstoneMortgage.com](http://www.WaterstoneMortgage.com) .

**About Waterstone Mortgage Corporation:**

Waterstone Mortgage Corporation is an innovative, strong, and secure mortgage lending company that has maintained a reputation for exceptional service and competitive mortgage financing. Since its inception in 2000, Waterstone Mortgage has grown to one of the largest mortgage lenders in the country with more than 600 employees in 11 states.

In 2013, the Business Journal of Milwaukee ranked Waterstone Mortgage as southeastern Wisconsin's largest mortgage lender with more than \$1.8 billion in annual origination volume. Headquartered in Pewaukee, Wisconsin, Waterstone Mortgage is a wholly owned subsidiary of WaterStone Bank SSB (NASDAQ: WSBF) with assets of more than \$1.7 billion.

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