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Helides joins United Bank as lead lender of LoanProduction office

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According to Richard Collins, president and CEO of United Bank, Nicholas Helides has joined the bank, and will manage and be the lead lender of United's new LoanProduction Office located at the Cummings Center in Beverly.

In this newly created position, Helides will introduce the United Bank brand and the bank's established commercial real estate lending services to an expanded marketplace.

A veteran commercial real estate lender, Helides has been a steady producer and manager with several commercial banks for over three decades. Most recently, he was vice president of commercial real estate lending with Danversbank, a position he held formerly with Beverly National Bank before its 2009 acquisition by Danversbank.

He began his career in the BayBank system, first as a residential underwriter and appraiser for BayBank Mortgage Corp., then moving into commercial real estate with BayBank Middlesex in 1983. He subsequently held key commercial and real estate lending positions with BankBoston, Eastern Bank, and Warren Bank/Banknorth.

Helides holds a bachelor's degree in economics from Bates College. He also completed studies at the New England Banking Institute, the Massachusetts Board of Real Estate Appraisers, the Appraisal Institute, and the Harvard University Extension School. He is active in the community, serving as a youth mentor in the Children's Friend and Family Services mentoring program. An Aleppo Shriner, he is also a sustaining member of the Rotary Club of Salem.

United Financial Bancorp, Inc. is a publicly owned corporation and the holding company for United Bank, a federally chartered bank headquartered at 95 Elm Street, West Springfield, MA 01090. The Company's common stock is traded on the NASDAQ National Market under the symbol UBNK. As of December 31, 2010 the Company had total consolidated assets of \$1.585 billion. United Bank provides an array of financial products and services through its 16 branch offices and two express drive-up branches in the Springfield region of Western Massachusetts and six branches in the Worcester region of Central Massachusetts. The bank also operates a Loan Production Office located in Beverly, Massachusetts.

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Through its Wealth Management Group, the Bank offers access to a wide range of investment and insurance products and services, as well as financial, estate and retirement strategies and products. For more information regarding the Bank's products

and services and for United Financial Bancorp, Inc. investor relations information please visit www.bankatunited.com or Facebook at facebook.com/bankatunited.

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