



NEW YORK NATIONAL BANK

A Hudson Valley Holding Corp. Subsidiary

369 East 149th Street, Bronx, NY 10455
(718) 401-6100
www.nynb.com

Dear Customer:

For the past four years, New York National Bank has enjoyed a successful relationship as a subsidiary of Hudson Valley Holding Corp, parent company of Hudson Valley Bank. In order to better serve our customers, shareholders and the community, we are submitting an application for regulatory approval to operate New York National Bank as a Division of Hudson Valley Bank. We anticipate receiving approval in early 2010.

The change will be seamless to you and will not affect where, how or with whom you do your banking. We will retain our identity as we will continue to utilize the name, New York National.

With more than \$2.4 billion in assets and 33 branches throughout the New York Metropolitan area and Connecticut, Hudson Valley is a very strong, sound and well respected bank. In these challenging economic times for all businesses, merging with Hudson Valley will strengthen our organization by reducing costs and improving the efficiency of our operations. As a Division of Hudson Valley Bank, we will have access to additional resources beyond our current capabilities allowing us to stay at the forefront of new banking products and the latest technology to meet your banking needs.

I assure you that Hudson Valley and New York National remain committed to our customers and will continue our active involvement in the communities we serve. Only our corporate structure will change.

We look forward to continuing to provide you with the same high level of personal service and attention you have always received at New York National. For additional information please contact Ray Sanchez, Senior VP for New York National, or your Branch Manager. Your business is important to us.

Sincerely,

James J. Landy
President & CEO