



FOR IMMEDIATE RELEASE

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Waterstone Mortgage Names Ericka Smith as Vice President – Marketing

Pewaukee, Wisc. (February 8, 2018) – National mortgage lender Waterstone Mortgage Corporation is pleased to announce the promotion of Ericka Smith to Vice President – Marketing at the Pewaukee-based corporate office.

Smith has been with Waterstone Mortgage for more than two years, in the role of Marketing Manager, and has been instrumental in the rollout of many marketing initiatives, such as the launch of a Customer Relationship Management (CRM) system and the introduction of a monthly marketing webinar for Waterstone Mortgage loan originators and loan support staff. Smith's leadership has also fostered significant growth for the marketing team during her time at Waterstone Mortgage.

In her new role, Smith will continue to develop and implement major marketing initiatives, which allow Waterstone Mortgage's loan professionals to better serve their customers and business partners.

"During her time at Waterstone Mortgage, Ericka has consistently excelled in her role. From building her team to implementing innovative marketing strategies and tools, she has greatly contributed to the overall success of the Marketing department," said Waterstone Mortgage President & CEO Eric Egenhoefer. "We congratulate her on this well-deserved promotion."

Smith has more than 15 years of marketing experience and has earned her MBA from the University of Wisconsin – Whitewater. She serves as President of the Board of Directors for Habitat for Humanity of Waukesha County, and has been recognized by National Mortgage Professional Magazine as one of the "Top 40 Most Influential Mortgage Professionals."

To learn more about Waterstone Mortgage or to apply for a mortgage online, visit 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. Founded in 2000, the company has the ability to lend in 43 states.

In 2017, Waterstone Mortgage surpassed \$2.6 billion in annual loan origination volume. The company has been named to the *Milwaukee Journal Sentinel's* Top Workplaces in 2014 and 2017, *National Mortgage Professional Magazine's* Top 100 Mortgage Employers, *Mortgage Executive Magazine's* Top 50 Mortgage Companies to Work For, and *Scotsman Guide's* Top Mortgage Lenders. Waterstone Mortgage was recognized as an Ellie Mae Hall of Fame Award winner in 2015, 2016, and 2017.

Headquartered in Pewaukee, Wisconsin, Waterstone Mortgage is a wholly owned subsidiary of WaterStone Bank SSB (NASDAQ: WSBF) with assets of more than \$1.8 billion. To learn more about Waterstone Mortgage, visit www.WaterstoneMortgage.com.

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