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ROCKLAND TRUST RECEIVES CHAMPION IN HEALTH CARE AWARD FROM THE BOSTON BUSINESS JOURNAL

Innovative Wellness Programs Create a Culture of Health with Impressive Results for Wellness Workdays' Client Rockland Trust

HINGHAM, MA – Tuesday, August 28, 2012—Rockland Trust, a Wellness Workdays' client, has been selected as a Champion in Health Care by the *Boston Business Journal* and is being recognized as an employer that is driving excellence and innovation in health care in Massachusetts. Rockland Trust has taken its RockFIT wellness program to new heights, focusing on the financial, physical and mental health of its employees and their families. Its investment is reaping benefits for everyone involved.

Rockland Trust teamed up with Debra Wein and the staff at Wellness Workdays to develop a strategic, comprehensive wellness program that was launched to more than 750 employees throughout the bank's 70 plus locations. The unique program extends beyond the employees, to their families, through a unique use of social media and the internet.

“The comprehensive wellness strategy developed by Wellness Workdays has been extremely valuable and is a key differentiator that has contributed to the success of our wellness initiatives,” said Ray Fuerschbach, Senior Vice President of Human Resources at Rockland Trust. “We are very pleased with the results we have seen and remain committed to providing our employees with programs that encourage them to lead healthy, productive lives.”

At the start of Rockland Trust's wellness program, 59 percent of employees were in the low health risk category; this number has since risen to 65 percent. Employees with high-risk health factors comprised 15 percent of the population and this was reduced to 13 percent after one year. Some other

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specific results include: six individuals quit smoking, almost one quarter of all employees are now exercising according to recommended guidelines (an increase of 10% since the beginning of the program) and many employees have lost weight, over 1,754 pounds collectively.

“Rockland Trust is able to boast a very high participation rate in its wellness programs and this is an amazing accomplishment for a business that has more than 70 locations and a diverse population,” noted Debra Wein, president and founder of Wellness Workdays. “Rockland Trust is making a real and profound difference in the lives of its employees and families.”

About Wellness Workdays

Wellness Workdays (www.wellnessworkdays.com) is a Hingham, Massachusetts based company committed to providing worksite wellness programs that inspire employees to make simple and positive changes in their lives and improve their health while working to lower health care costs for businesses. Wellness Workdays has worked with hundreds of companies, including Putnam Investments, Rockland Trust, Perkin Elmer, Old Mutual Asset Management, Waters Corporation, Sekisui Voltek, Objet Geometries, Rockingham County, New Hampshire, MIT, Bentley University, Brown University and Harvard Business School.

About Rockland Trust

Rockland Trust Company (www.rocklandtrust.com) is a full-service community bank headquartered in Massachusetts, with approximately \$5 billion in assets. The sole bank subsidiary of Independent Bank Corp. (NASDAQ: INDB), Rockland Trust provides a wide range of consumer, business, investment, and insurance products and services to communities in Eastern Massachusetts. Our network consists of 67 retail branches, nine commercial lending centers, four mortgage banking centers, and three investment management offices located in Massachusetts, plus one investment management and commercial lending office in Rhode Island.

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