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Co-Founder and Chief Strategy Officer of BankMobile Luvleen Sidhu Named One of *Philadelphia Business Journal's* 'Women to Watch in Banking'

NEW YORK, September 22, 2016 – [BankMobile](#), a division of Customers Bank, and America's largest mobile-first bank with a mission to make banking affordable, effortless and financially empowering, today announced its Co-Founder and Chief Strategy Officer Luvleen Sidhu was named one of *Philadelphia Business Journal's* '[Women to Watch in Banking.](#)' According to reporter Jeff Blumenthal, who compiled the special report, the "list includes those who are prominent in retail, lending, finance, legal, technology and operations."

"It is a great honor to be selected by the *Philadelphia Business Journal* for this recognition," stated Sidhu. "Since launch in January 2015, we've seen tremendous growth among millennials and the underbanked. We will continue to focus on our mission to provide the most financially empowering, easy-to-use banking experience to our customers. Our goal is having the most positive impact on those who use our services."

Blumenthal states: "The daughter of Customers CEO Jay Sidhu, Luvleen Sidhu is considered a rising star in the local banking industry. A 2008 Harvard University and 2013 Wharton MBA graduate, Sidhu worked as an investment analyst for a few years before becoming director of corporate development at Customers. Two years ago, she co-founded BankMobile, a digital bank offshoot of Customers that touts fee-free banking."

Under Sidhu's management, BankMobile has grown to have two million depositors, which means it is likely in the top 25 banks in the country in terms of number of consumer checking accounts. The bank has also reached many significant milestones, including: being one of the first banks whose app was available on the Apple Watch, the launch of its BankMobilist College Program across 70 campuses nationwide, the establishment of BankMobile Technologies, an in house innovation and tech development team, the launch of BMpowered Radio featuring two weekly podcasts, and the creation of BankMobile Foundation, which awards an annual Financial Literacy Scholarship.

Additionally, Luvleen Sidhu and Jay Sidhu, Chairman and CEO of Customers Bank and BankMobile, released a book in June 2016 entitled, "*Why Can't Banks Be as Easy as Uber? BankMobile and The Real Future of Banking.*" The book offers a window into how the traditional banking system burdens average Americans with billions of dollars of fees, tips on how Americans can save and manage their money within this unfair system, and what the future of banking holds with a disrupter like BankMobile. It reached #1 International Best Seller-status on Amazon as it gained popularity in the USA, Australia and Germany Amazon stores in less than 24 hours.

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About BankMobile

Established in 2015, BankMobile, a division of Customers Bank, is America's largest mobile-first bank, offering fee-free checking and savings accounts. It provides target customers – millennials, the underbanked and middle income households with a digital, effortless, and financially empowering experience. BankMobile offers checking, savings, lines of credit, joint accounts and access to over 55,000 surcharge-free ATMs nationwide (BankMobile VIP customers have free access to every ATM in the country, which is more than 400,000 ATMs), a guaranteed higher savings rate than the top four banks in the nation, a personal banker for all customers, and a free financial advisor for VIP customers. BankMobile is operating as the digital banking division of Customers Bank, which is a Federal Reserve regulated and FDIC-insured commercial bank. For more information, please visit www.bankmobile.com.