



BANKMOBILE
WWW.CUSTOMERSBANK.COM

RUBENSTEIN PUBLIC RELATIONS
CONTACT: KATI BERGOU (212) 843-9314
KBERGOU@RUBENSTEINPR.COM

FINAL

Students Overwhelmingly Said ‘YAAAAS’ to the BankMobilist College Brand Ambassador Program

BankMobile Receives 180 Applications from 150 Schools Nationwide

NEW YORK, August 13, 2015 – BankMobile, America’s first and only absolutely no-fee, online and mobile bank, announced that it received 180 student applications from 150 schools for the [BankMobilist College Brand Ambassador Program](#). The program was launched by the mobile bank on July 14, 2015 and applications were accepted through August 11, 2015. Out of the total number, 31 states are represented nationwide.

“Our college brand ambassador program received tremendous interest and we are delighted to now be vetting through so many impressive submissions,” stated Luvleen Sidhu, Chief Strategy & Marketing Officer at BankMobile. “Our chosen BankMobilists will soon be [saying ‘YAAAAS’](#) to our unique program and we can’t wait to train them to financially empower their networks, while raising awareness of our untraditional, fun and no-fee bank!”

BankMobilists selected will be part of the [mobile bank’s](#) #LiveFreeBankFree movement and responsible for getting people on campus and beyond to use and love BankMobile. They will be offered incentives based on their accomplishments and progression through the program’s tiers. The top BankMobilist at the end of the college ambassador program will be offered a guaranteed internship with BankMobile in the summer of 2016.

Students selected from the 180 submissions to move on to the next round will be invited to participate in an interview on August 17- 20, 2015. Applicants chosen to be BankMobilist college ambassadors will be notified by August 24, 2015.

For more information about the program, please visit <https://www.bankmobile.com/ambassador/>.

###

About BankMobile: Established in 2014, BankMobile is a division of Customers Bank, with its headquarters in New York. It provides target customers – millennials, the underbanked and middle income households – 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. It is a Federal Reserve regulated and FDIC-insured commercial bank. Customers Bancorp is the bank holding company for Customers Bank. BankMobile is an independent operating Digital Banking Division of Customers Bank and also of Customers Bancorp. For more information, please visit www.bankmobile.com.