



BANKMOBILE

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FINAL

BankMobilist College Brand Ambassador Program Launched by BankMobile

America's First and Only No-Fee Mobile Bank Seeks to Mobilize Students to be Part of #LiveFreeBankFree Movement

NEW YORK, July 14, 2015 – BankMobile, America's first and only absolutely no-fee, mobile, online and tablet bank, announced the launch of its [BankMobilist College Brand Ambassador Program](#) today. The mobile banking company is looking to mobilize college students across the country as campus ambassadors to be a part of the #LiveFreeBankFree movement.

As part of this new initiative, [BankMobile](#) is seeking student ambassadors to spread the word about the mobile bank and its app by sharing it with friends through the use of social media and other creative marketing tools.

"As a branchless bank built by and for our customers, we want to have brand ambassadors instead of bank tellers engage new customers," stated Luvleen Sidhu, Chief Strategy & Marketing Officer at BankMobile. "We are looking forward to working with talented college students, not only to help increase awareness about BankMobile, but with the mission of financially educating and empowering millennials across the nation."

BankMobile believes a BankMobilist has certain fundamental characteristics. These include:

- Possessing passion to promote the BankMobile brand and its core mission of financial empowerment and fee-free banking
- Having an influential presence on social media and on campus
- Looking to gain invaluable real world marketing, sales and entrepreneurship experience

College ambassadors will have one main responsibility, to get people to use and love BankMobile. They will be compensated along the way and offered incentives based on their program accomplishments. The top BankMobilist at the end of the college ambassador program will be offered a guaranteed internship with BankMobile in the summer of 2016.

The application process is open now through August 11, 2015. College students will need to answer a few short questions when submitting their ambassador application and those



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selected to move on will be asked to attend a virtual interview on August 14, 17 or 18. Applicants chosen to be BankMobilist college ambassadors will be notified on August 20.

“We can’t wait for our ambassadors to come on board and get BankMobilistic!” added Sidhu.

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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.

Tags: bankmobile, bank mobile, bankmobilist, college ambassador program, student ambassador program, campus ambassador, college brand ambassador, campus ambassador jobs, mobile banking

Image/Video/Links:

BankMobilist logo (sent via email)

Freestyle Banking Video: https://www.youtube.com/watch?v=wDcA4_iZ00o