



BANKMOBILE

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BANKMOBILE TO BE ONE OF FIRST BANKS WITH APP AVAILABLE ON APPLE WATCH

NEW YORK, April 9, 2015 -- [BankMobile](#), a division of Customers Bank (NYSE: CUBI) and the first and only bank offering a no fee, mobile, online and tablet banking platform, today announced it will be one of the first banks whose app will be available on Apple Watch when the device becomes available April 24. Pre-orders for the watch begin April 10.

“This latest announcement further proves our commitment to being on the cutting edge of technology as we continue to disrupt traditional banking,” stated Luvleen Sidhu, Chief Strategy & Marketing Officer at BankMobile. “We are a bank dedicated to our customers and it was because of their crowdsourced feedback that we decided to offer our app on Apple Watch. BankMobile is here to revolutionize the industry and bring it into the digital age.”

BankMobile’s smartwear app will allow its customers who purchase an Apple Watch to easily view important banking information with a glance at their wrist. Customers will have the ability to check account balances and view transaction history. They can also receive account and security alerts from the bank on the device as well. The app will be available in English and Spanish.

BankMobile is revolutionizing banking by using big data to anticipate customers’ needs and proactively fulfilling them. It also aims to build a bank that its customers love through its crowdsourcing campaigns. BankMobile was launched to provide its target customers – millennials and middle income households – a digital, effortless, and financially empowering experience. It offers checking, savings, lines of credit, joint accounts and access to over 55,000 surcharge-free ATMs nationwide, a guaranteed higher savings rate than any of the top 4 banks in the nation, a 24-hour personal banker available for all customers and access to a free financial advisor. It is not just a bank but is in the business of using innovative technology to help its customers simplify their entire financial life and achieve their personal goals.

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About BankMobile: Established in 2014, BankMobile is a division of Customers Bank. Based in Wyomissing, Pa, BankMobile will engage in traditional banking through a fully



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mobile platform. Customers Bank is a Federal Reserve regulated and FDIC insured commercial Bank. Customers Bancorp is the bank holding company for Customers Bank. BankMobile will be an independent operating Digital Banking Division of Customers Bank and hence also of Customers Bancorp. For more information, please visit www.bankmobile.com