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**FINAL**

**Luvleen Sidhu Chosen as one of *Bank Innovation's* "2015 Innovators to Watch"**

***Co-Founder, Chief Strategy & Marketing Officer of BankMobile among 44 Industry Leaders Honored***

NEW YORK, July 16, 2015 – [BankMobile](http://www.bankmobile.com), America's first and only absolutely no fee, mobile, online and tablet bank, today announced that Luvleen Sidhu, Co-Founder, Chief Strategy & Marketing Officer, was chosen as one of *Bank Innovation's* "2015 Innovators to Watch."

"We congratulate Luvleen on this monumental honor," stated Jay Sidhu, Chief Executive Officer of BankMobile and Customers Bank. "To have been selected among veteran industry leaders at such a young age and after having just started this venture in 2015 speaks volumes about her passion and determination to disrupt the industry."

Sidhu placed number 28 on the list, developed by Philip Ryan, Associate Editor at *Bank Innovation*. Ryan states: "Led by Chief Strategy Officer (and millennial) Luvleen Sidhu, BankMobile is trying anything it can to convince millennials to bank with it. It offers more than your typical mobile bank — a savings account and credit, in addition to all the typical banking bells and whistles. This summer, the bank is combing big cities with 'street teams' to engage potential customers, and will make a heavy push on college campuses in the fall. It is truly an effort to keep an eye on. After all, if BankMobile's efforts don't get millennials to join the bank, what will? Sidhu knows millennials are capricious and not loyal — in fact, she's counting on it."

"I am truly privileged to have been selected as an innovator in the area of banking," stated Luvleen Sidhu. "Financial literacy and empowerment have been the core drivers of BankMobile and I look forward to further building an effortless and fun bank that our customers will continue to love!"

For *Bank Innovation's* full list of innovators, please visit:

<http://bankinnovation.net/2015/06/2015-innovators-to-watch-44-executives-shaping-the-future-of-banking/>.

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***About BankMobile: Established in 2014, BankMobile is a division of Customers Bank, with headquarters in New York. It provides target customers – millennials 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 (customers in the VIP Experience will have access to more than 400,000 FREE ATMs), a guaranteed higher savings rate than the top four banks in the nation, a personal banker available for all customers, and a financial advisor for those in the VIP Experience. 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 hence also of Customers Bancorp. For more information, please visit [www.bankmobile.com](http://www.bankmobile.com).***