



BANKMOBILE

WWW.CUSTOMERSBANK.COM

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FINAL

BANKMOBILE LAUNCHES VIP EXPERIENCE

Qualified Customers will have Access to all ATMs in the Country for Free and a Personal Financial Advisor

NEW YORK, May 20, 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 the launch of its VIP Experience. All customers who deposit at least \$1500 per monthly statement cycle into their deposit account will be able to use every ATM in the country for free and get access to a free financial coach who is there to help them reach their financial goals.

“Our mission is to make banking effortless, fee-free, and financially empowering. To become a bank you can LOVE! I believe the VIP Experience represents each of our core values and I am thrilled to be introducing this unique program to our customers,” stated Luvleen Sidhu, Chief Strategy & Marketing Officer at BankMobile. “It was through crowdsourcing that we learned how much our customers valued being able to use any ATM in the country for free and having a banking partner who would help them achieve their personal financial goals.”

“Recent news about banks’ outrageous charges to customers continues to demonstrate they are addicted to fees,” said Jay Sidhu, CEO of Customers Bank and BankMobile. “We are here to show you that there is a bank who actually cares about you and will continue to build its platform to provide you with the best benefits and services.”

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 (this represents the ATMS available for all customers who are not in the VIP Experience and 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, and a personal banker available for all customers.

Being a fintech company, BankMobile also uses big data to anticipate customers’ needs and proactively fulfill them. It also employs crowdsourcing campaigns to build a bank its customers love.



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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 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