



BANKMOBILE
WWW.CUSTOMERSBANK.COM

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

FINAL

First No-Fee Bank Awards Financial Literacy Scholarship to Troy Howard of University of Wisconsin–Madison

BankMobile Foundation Honors Howard’s Commitment to Financial Education

NEW YORK, September 22, 2015 – [BankMobile](#), America’s first absolutely no-fee, online and mobile bank, today announced it has selected Troy Howard of the University of Wisconsin–Madison to receive its foundation’s inaugural [Financial Literacy Scholarship](#). A freshman in college, Howard has a proven track record of spreading financial awareness in his community and school.

“We are thrilled to announce that Troy is the recipient of the BankMobile Foundation’s first scholarship,” stated Lulveen Sidhu, Chief Marketing & Strategy Officer at BankMobile. “Through his active and creative promotion of financial literacy, he epitomizes what the BankMobile Foundation stands for and we know our support of his education will enable others to become more fiscally responsible.”

Among his many projects, Howard partnered with a local credit union and introduced the “Terror Buck Savings Initiative” at Appleton West High School, which is a program that incentivizes students to save their money. He is working on similar financial education projects geared at a younger audience in his community, the Fox Cities. Additionally, when he was president of Appleton West DECA, he actively promoted events such as Money Smart Week and numerous other money management seminars. Troy is further expanding his financial awareness program in college and is designing one where fellow undergraduate students can travel to local elementary schools to give students fun and interactive presentations on money management.

“I truly appreciate this scholarship, as it will really help make my education more affordable,” stated Howard. “This scholarship acts as proof of concept that someone, somewhere believes in my mission for a more financially literate world.”

To learn more about The Annual BankMobile Financial Literacy Scholarship and how to apply for the 2016 scholarship offered by the BankMobile Foundation, visit <https://www.bankmobile.com/the-annual-bankmobile-financial-literacy-scholarship>.

###

About BankMobile: Established in 2015, BankMobile is America's first no-fee, online and mobile bank and 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.