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Financial Expert Ash Exantus Joins BankMobile

America's First No-Fee Mobile Bank Hires Financial Empowerment Coach to Provide Valuable Guidance to Customers

NEW YORK – January 28, 2016 – [BankMobile](#), America's **first** absolutely no-fee, mobile, tablet and online bank, today announced it has hired Ash Exantus as its Financial Empowerment Coach.

Exantus will be responsible for leading BankMobile's mission to financially empower every one of its customers through financial education. He has created an education series branded "BMpowered," to guide customers on how to get on solid financial footing while also inspiring them to dream big and achieve their aspirations. The series is comprised of how-to videos, blogs, podcasts, e-books and interviews with inspiring millennials who have overcome professional and financial challenges. He also travels across the country speaking to college students about how to effectively manage their personal finances and how having the right mental attitude can help them attract anything they desire in life.

Exantus, also known as "Ash Cash," is a banking professional with 15 years of experience. He is a personal finance expert, motivational speaker and the author of two Amazon.com bestselling books: *Mind Right, Money Right: 10 Laws of Financial Freedom* and *What the FICO: 12 Steps to Repairing Your Credit*. Exantus is also the current host of the show, "The Ash Cash Show" which airs every Sunday at 1pm on WHCR 90.3FM NY and reaches 2.2 million listeners. The show focuses on personal finance and enabling people to achieve financial freedom through entrepreneurship.

"We are thrilled to have Ash help us achieve our core mission of financially empowering millennials around the country. His entrepreneurial journey and personal objective to help others succeed financially fits right in with what we strive to do daily at BankMobile," stated Luvleen Sidhu, Chief Strategy & Marketing Officer of BankMobile. "We are excited to welcome him to our team and know that our customers will gain great value from his vast expertise."

Prior to his current position, Exantus was the Chief Executive Officer of Urban UpBound Federal Credit Union. He also previously was a Vice President and Branch Manager of Citi, Assistant Vice President and Branch Manager at Carver Federal Savings Bank, and a Vice President and Branch Manager at JPMorgan Chase.

"I am thrilled to be joining the BankMobile team, its focus on helping millennials and the underbanked gain financial independence is one I am truly passionate about," stated Exantus. "By mid-2016, BankMobile will have two million customers and I look forward to empowering them with financial advice, ultimately helping them live a fiscally stable life so they can achieve their dreams."

Exantus has also lent his expertise as a personal finance expert and contributing writer for The Huffington Post, Experian, Credit Karma, AllHipHop.com, Radio One, and MSNBC affiliate website, TheGrio.com. He has been featured on national media outlets such as CNN, Hot97FM and WBSL 107.5FM in New York City, nationally syndicated Café Mocha Radio, Black Enterprise, Essence Magazine, Arise TV 360, Ebony, BET.com, among others.

Exantus holds a Bachelor of Business Administration in Entrepreneurship and a Minor in Communication and Media Studies from Baruch College and an Associate of Applied Science degree in Finance and Investments from the Borough of Manhattan Community College. He is also on the Leadership Council at WorldofMoney.org, a volunteer at Operation HOPE, and an Advisory Board member at Winning Play\$.

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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.*