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## Final

### **Luvleen Sidhu Selected as *Lehigh Valley Business Women of Influence – Woman to Watch* Honoree**

#### ***Co-Founder, Chief Strategy & Marketing Officer of BankMobile to be Recognized at May 11, 2016 Event***

NEW YORK, February 25, 2016 – BankMobile, America’s first absolutely no-fee, mobile, tablet and online bank, today announced that Luvleen Sidhu, Co-Founder and Chief Strategy & Marketing Officer, was selected as the [Lehigh Valley Business Women of Influence – Woman to Watch Honoree](#). This year’s award winners will be honored at a luncheon and ceremony taking place on May 11, 2016 at Cedar Crest College.

“Luvleen’s dedication to helping millennials and the underbanked live financially stable lives is unwavering. She has had monumental accomplishments since she co-founded BankMobile last year including reaching over 100,000 customers and launching the BankMobilist College Brand Ambassador Program,” stated Jay Sidhu, Chief Executive Officer of [BankMobile](#) and Customers Bank. “We congratulate her on this recognition as she continues her mission of financial empowerment.”

The Women of influence awards honors women business leaders for their contributions to their companies, industries and communities.

Under Sidhu’s management, BankMobile announced in December 2015 it has reached 100,000 customers less than one year after its launch and will have two million customers by July 2016. Additionally, in its first year, BankMobile has made many innovative advances including: creating its VIP Experience, being one of the first banks whose app was available on Apple Watch, the launch of its BankMobilist College Brand Ambassador Program, the establishment of BankMobile Technologies, and the awarding of its foundation’s inaugural Financial Literacy Scholarship.

Other honorees of the awards include: Sandra Figueroa of Lincoln Leadership Academy Charter School; Martha Cichelli of Software Consulting Services, LLC; Sheila Evans and Allentown Symphony Association; and Debbie Salas-Lopez and Lehigh Valley Health Network.

*Lehigh Valley Business* is the award-winning business newspaper of record for Lehigh Valley, providing information, analysis and advice pertinent to businesses. As the most widely read local business publication in Lehigh Valley, the Journal reaches entrepreneurs, corporate boards, middle managers and CEOs.

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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](http://www.bankmobile.com).