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***Why Can't Banks Be as Easy as Uber?* by Co-Founders of BankMobile Jay and Luvleen Sidhu Hit #1 on Amazon as an International Amazon Best Seller in Less than 24 Hours**

NEW YORK, July 7, 2016 – The newly released e-book, [*Why Can't Banks Be as Easy as Uber?: BankMobile and The Real Future of Banking*](#), by the unique father-daughter team and co-founders of BankMobile, [Jay](#) and [Luvleen Sidhu](#), reached #1 International Best Seller-status on Amazon as it gained popularity in the USA, Australia and Germany Amazon stores in less than 24 hours. In that timeframe, the dynamic duo also landed on Amazon's Top 100 Authors list in Business and Money. The Sidhus are excited to announce that these milestones were reached during the same week that Luvleen Sidhu was named one of *Bank Innovation's* top 10 "[Innovators to Watch](#)" worldwide and the BankMobile's executive team held a successful Investor Day at the Harvard Club in New York.

Jay and Luvleen Sidhu wrote [*Why Can't Banks Be As Easy As Uber?*](#) to offer a window into how the traditional banking system burdens the average American with billions of dollars of fees. They also provide tips on how Americans can save and manage their money within this unfair system, and what the future of banking holds with an industry disrupter like [BankMobile](#).

"What a compelling book! The banking revolution that the Sidhus are proposing is sure to make banking easier—and you happier."

- Tal Ben-Shahar, PhD, New York Times Bestselling Author of *Happier*

To the generations used to doing everything on their smartphones quickly, easily and without fees, BankMobile has already shown that its approach is the future of banking.

"...BankMobile offered a [mobile banking app](#) that provided basic bank accounts for real people: Checking, Savings, Personal Loan and financial education. The whole banking experience from opening an account to setting up bill pay can be done with the app. The technology they put together with their partners is far superior to that of biggest five banks in the U.S. As I write this in June 2016, my view has not changed, and the app has only improved to include more than basic banking. They now provide an easy to use advanced money management platform which gives the BankMobile customer the tools to manage and improve their financial lives. The story behind the creation of BankMobile is fascinating. It details how the banking system, in general, is broken and why the US needs bank services that are truly customer focused." - **David Gerbino**, [FinTech, Bank and Data-Driven Marketing Consultant, DMG Consulting](#)

The significance of the book title lies in the surprising and disruptive manner in which Uber entered the marketplace. Just as Uber changed the way we look at the taxicab industry, BankMobile is changing the way we bank, and is the future of banking.

The Sidhus are donating 100% of the book proceeds to support the BankMobile Foundation, which helps entrepreneurs and students promote financial literacy in their communities.

Why Can't Banks Be as Easy as Uber? is now available for purchase on Amazon via BankLikeUber.com.

ABOUT THE AUTHORS

[Jay](#) and [Luvleen Sidhu](#), an innovative father-daughter duo in the banking industry, are the co-founders of BankMobile, a digital bank offering a fee-free, effortless, and financially empowering banking experience to the underbanked, Gen Zers, Millennials, and middle-income Americans.

Jay is the Chairman and CEO of BankMobile and Customers Bank, a \$9.2 billion asset bank. Prior to joining Customers Bank, he served as the Chairman and CEO of Sovereign Bancorp Inc. There, he grew the organization from an IPO of \$12 million to a market cap approaching \$12 billion, crediting it as the 17th largest banking institution in the country. He has received various recognitions in the industry, including his most recent selection as 2016 Ernst & Young FinTech Entrepreneur of the Year for the work he is doing in disrupting the banking industry through BankMobile.

Luvleen is the Chief Strategy Officer for BankMobile, and holds an MBA from The Wharton School and a Bachelor of Arts Degree in Government from Harvard. She has been recognized in the industry for her accomplishments, including most recently being named one of Bank Innovation's Top 10 'Innovators to Watch' worldwide in 2016 where she placed #9 out of 44 innovators recognized.