



BANKMOBILE
WWW.BANKMOBILE.COM

RUBENSTEIN PUBLIC RELATIONS
CONTACT: KATI BERGOU (212) 805-3014
KBERGOU@RUBENSTEINPR.COM

BankMobile Launches Annual BankMobilist College Program

America's Largest Mobile-First Bank Seeks to Mobilize Students to be Part of #BankForLife Movement

NEW YORK, August 15, 2016 – [BankMobile](#), a division of Customers Bank, and America's largest mobile-first bank with a mission to make banking affordable, effortless and financially empowering, today announced the launch of its second annual [BankMobilist College Program](#). The company is now accepting applications for the 2016-2017 school year.

BankMobile is looking to mobilize college students across the country to be a part of its #BankForLife movement by spreading the word that there is finally a bank you can love! A bank that is committed to making your banking experience easy, delightful and financially empowering. As part of this initiative, BankMobile is seeking student ambassadors to spread the word about the digital bank through word of mouth, social media, organizing events, promoting BankMobile's financial education certificate program, and opening BankMobile accounts.

"Our inaugural BankMobilist program last year proved to be a success and we are excited to begin accepting applications for the coming school year," stated Luvleen Sidhu, Co-Founder and Chief Strategy Officer at BankMobile. "Our college brand ambassadors not only have the opportunity to gain real-world marketing, strategy and entrepreneurial experience but also positively impact others by helping them build a strong financial foundation through education."

BankMobile believes a BankMobilist has certain fundamental characteristics. These include:

- Go-getters looking to challenge themselves and build marketable skills
- Influencers on campus
- Students who have a passion for BankMobile's brand and mission: *Make banking affordable, effortless, and financially empowering*

College ambassadors will be compensated for their work and offered bonuses for achieving milestones. Top ambassadors will also be invited to BankMobile's New York City headquarters for additional leadership and marketing training. The highest-achieving BankMobilist at the end of the ambassador program will be offered a guaranteed internship with BankMobile in the summer of 2017 in New York City.

The application process is open from August 15, 2016. College students will need to answer a few short questions when submitting their ambassador applications and successful candidates will be asked to attend a virtual interview before being accepted to the program.

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About BankMobile

Established in 2015, BankMobile, a division of Customers Bank, is America's largest mobile-first bank, offering fee-free checking and savings accounts. It provides target customers – millennials, the underbanked and middle income households with 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. BankMobile is operating as the digital banking division of Customers Bank, which is a Federal Reserve regulated and FDIC-insured commercial bank. For more information, please visit www.bankmobile.com.