



Press Release

SANTANDER RECOGNIZED WITH DIGITAL STRATEGY AWARD FROM INNOVATION ENTERPRISE

BOSTON, June 4, 2015 – Santander Bank, N. A. received the “Best Digital Platform” award from Innovation Enterprise, an independent business-to-business multi-channel media brand, for its suite of technologies consumers can use to apply for its *extra20 checking* product.

“This recognition is a testament to our focus on bringing innovative digital solutions to our customers,” said Maria Tedesco, Managing Director of Retail Banking and Customer Experience at Santander. “By upgrading our digital platform with advanced digital marketing, an enhanced website, and a leading digital application for online account opening, we improved the experience for customers enrolling in our *extra20 checking* product.”

Santander revamped its digital strategy when it launched its *extra20 checking* product by updating its suite of technologies. Since making these investments, Santander has tripled digital’s contributions to its retail banking franchise. Santander worked with Providence, RI-based financial technology firm Andera on this project.

“We applaud Santander for applying key strategies and campaigns to improve its digital presence,” said Harriet Connolly, Conference Organizer at Innovation Enterprise. “Santander stood out from the other nominees for the tremendous strides it made in engaging customers and creating a relationship and brand story through its digital strategy.”

Santander launched its *extra20 checking* product in October 2013. It is the only checking account in the United States that pays customers \$20 each month simply for making at least \$1,500 in direct deposits and paying at least two bills online during the same period.

Consumers can find out more about Santander’s *extra20 checking* by visiting www.santanderbank.com/extra20.

For more information on Innovation Enterprise, visit www.theinnovationenterprise.com.

About Santander

Santander Bank, N.A. is one of the largest retail banks in the United States by deposits. Its main corporate offices are in Boston and it operates principally in Connecticut, Delaware, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania and Rhode Island. Santander’s 9,703 employees serve its 1.8 million customers through the Bank’s 703 branches, 2,092 ATMs, call centers, website and mobile app. Supervised by the Office of the Comptroller of the Currency and a member of the Federal



Deposit Insurance Corporation, Santander in the United States is a wholly-owned, financially autonomous subsidiary of Banco Santander (NYSE: SAN), a global commercial and retail bank. For more information about Santander, visit www.santanderbank.com or call 877-768-2265.

###