



## U.S. Bank Named a Best Brand for Business

December 2, 2016

*U.S. Bank receives six business banking awards from research firm Greenwich Associates*

MINNEAPOLIS--(BUSINESS WIRE)--Dec. 2, 2016-- U.S. Bank has been named a Best Brand for Small Business and for Middle Market Banking by leading consulting and research firm Greenwich Associates.

U.S. Bank [is among eight banks that won national Best Brand Overall](#) awards in both the small business (\$1 million to \$10 million in annual sales) and Middle Market categories (\$10 million to \$500 million in annual sales) from Stamford-based Greenwich Associates.

"We work hard to advocate for our clients and support their success," said Elliot Jaffee, executive vice president and head of commercial banking for U.S. Bank. "This recognition is external validation that our approach is making a difference for our clients and we couldn't be more pleased."

The Greenwich Best Brand Awards are based on thousands of interviews conducted from January through September as part of the Greenwich Associates Small Business and Middle Market research programs. They measure bank's reputation by company owners and executives. To be selected as a Greenwich Best Brand winner, a bank must have a score for a particular service that is statistically higher than the industry average.

U.S. Bank was recognized as a Best Brand in six categories: *Overall, Loans or Lines of Credit, and Cash Management* for Small Business and *Overall, Loans or Lines of Credit and Cash Management* for Middle Market.

"U.S. Bank employees are committed to providing great service to small business customers and it's nice to have that effort show through in brand reputation surveys like this," said Ross Carey, U.S. Bank's head of business banking.

U.S. Bank meets the needs of small businesses with a wide range of products and services that include deposit accounts and cash flow management, card payment and acceptance tools, equipment leasing and wealth management. It was [the third largest lender of SBA loans](#) in the country in fiscal 2016 with \$838 million in volume.

MONEY Magazine and Nerdwallet also [recently recognized](#) the U.S. Bank Business Edge™ Platinum credit card as a "Best for Borrowing" in the Small Business category of MONEY's annual "Best Credit Cards" listing.

### **About U.S. Bank** ([www.usbank.com](http://www.usbank.com))

Minneapolis-based U.S. Bancorp (NYSE: USB), with \$454 billion in assets as of September 30, 2016, is the parent company of U.S. Bank National Association, the fifth largest commercial bank in the United States. The Company operates 3,114 banking offices in 25 states and 4,875 ATMs and provides a comprehensive line of banking, investment, mortgage, trust and payment services products to consumers, businesses and institutions.

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U.S. Bank Corporate Communications  
Sam Black, 612-303-9203  
[samuel.black@usbank.com](mailto:samuel.black@usbank.com)  
@usbank\_news