



U.S. Bank Adds Opt-in Location Services to Mobile App, Making Life on the Go More Flexible During the Holidays

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Technology enhances security for cardmembers, while helping to reduce declines when making holiday purchases and travel plans

MINNEAPOLIS--(BUSINESS WIRE)--Nov. 7, 2017-- Just in time for the holiday season, U.S. Bank has added [location services](#) to the [U.S. Bank Mobile App](#), offering U.S. Bank Visa® credit and debit card customers technology that uses their phones' location to help verify whether their mobile devices and credit or debit card are in the same location.

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By using the mobile device's location in the authorization decision, U.S. Bank can help give consumers the confidence that their transactions will be approved, minimizing disruptions and further reducing the risk of fraud. The bank's easy-to-use mobile app automatically provides consumers with this added layer of convenience and protection. Users will have the ability to opt out of the feature.

"During the holiday season, consumers frequently make large purchases outside of known locations when traveling, and the location services feature gives our customers more control of their card activity, both domestically and internationally," said John Steward, president of the Retail Payment Solutions division of U.S. Bank. "It's one more way our new U.S. Bank Altitude™ Reserve Visa Infinite and other cards can help make their holiday travel experience more relaxing and convenient."

The location services further enhance the bank's mobile app, which helps customers simplify their lives with several financial tools at their fingertips, including the ability to check balances, pay bills, deposit checks and wire money. All U.S. Bank Visa credit and debit cards will be able to use the feature with the U.S. Bank Mobile App, demonstrating U.S. Bank's commitment to exceptional service.

The mobile location feature is available for Android and Apple devices. The feature also is available for U.S. Bank's small business cardholders.

U.S. Bancorp, with 73,000 employees and \$459 billion in assets as of September 30, 2017, is the parent company of U.S. Bank, the fifth-largest bank in the United States. The Minneapolis-based bank blends its branch and ATM network with mobile and online tools that allow customers to bank how, when and where they prefer. U.S. Bank is committed to serving its millions of retail, small business, wealth management, payment, wholesale and securities services customers across the country and around the world as a trusted financial partner, a commitment recognized by the Ethisphere Institute naming the bank a [2017 World's Most Ethical Company](#). In 2016, U.S. Bank contributed \$54.2 million to nonprofit organizations across the country through the U.S. Bank Foundation and corporate contributions. Additionally, employees donated more than 219,000 volunteer hours creating opportunities at work, home and play across the country. Visit U.S. Bank [online](#) or follow on [social media](#) to stay up to date with company news.

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