U.S. Bank Launches Edward Jones Co-Branded Products, Expanding Reach to Millions of New Customers

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Latest alliance brings U.S. Bank deposit and credit card products to Edward Jones clients

MINNEAPOLIS--(BUSINESS WIRE)-- U.S. Bank today announced that its co-branded checking and credit card products, Edward Jones® Everyday Solutions Powered by U.S. Bank®, are now available to Edward Jones clients through its network of more than 20,000 financial advisors.

The strategic alliance, **first announced last year**, allows U.S. Bank products to be introduced to a new segment of clients through the existing infrastructure of Edward Jones, a leading financial services firm serving 9 million clients across North America. The new co-branded product offering available to U.S.-based Edward Jones clients allows them to manage their everyday spending and investments – all in one digital platform. In turn, Edward Jones financial advisors have a clearer view of their clients' finances to provide more personalized guidance and offer more complete financial solutions.

The full suite of co-branded banking tools now available include Edward Jones Everyday Solutions Checking powered by U.S. Bank, a checking account that provides valuable rewards, flexible benefits and meaningful fee waivers and three new consumer and business credit card products. Credit card products include:

- **Edward Jones® Everyday Solutions Triple Rewards World Elite Mastercard** ®
- **Edward Jones® Everyday Solutions Flex Balance Mastercard** ®
- **Edward Jones® Everyday Solutions Business World Elite Mastercard** ®

Each card offers a distinct value proposition, designed to meet a range of client goals and needs through tailored rewards, benefits, and introductory offers.

"Our focus on alliances is a prime example of how U.S. Bank is targeting growth by finding new ways to reach potential clients with our everyday banking solutions, often extending beyond our branch network," said Arijit Roy, head of consumer and business banking products at U.S. Bank. "Today's milestone in our partnership with Edward Jones, the launch of a custom product set and digital-first experience created and available exclusively for Edward Jones clients, is another step in meeting everyday banking needs and is something we are tremendously proud to help bring to life."

Clients that choose Everyday Solutions Checking or Credit Card products will access their accounts directly within their existing Edward Jones online platform and enjoy the added convenience of easy money movement between checking and investment accounts, Zelle®, overdraft forgiveness, complimentary access to Greenlight® and access to one of the nation's largest ATM networks.

"We're committed to helping clients achieve financial fulfillment and empowering them with greater visibility, flexibility, and control over their financial lives," said David Chubak, head of Wealth Management and Field Management at Edward Jones. "By bringing together everyday banking and long-term investing into one seamless experience, clients can make more confident decisions and stay focused on what matters most."

Over time, the alliance is expected to expand to include additional U.S. Bank products and services available to Edward Jones clients.

About U.S. Bancorp

U.S. Bancorp, with approximately 70,000 employees and $695 billion in assets as of September 30, 2025, is the parent company of U.S. Bank National Association. Headquartered in Minneapolis, the company serves millions of customers locally, nationally and globally through a diversified mix of businesses including consumer banking, business banking, commercial banking, institutional banking, payments and wealth management. U.S. Bancorp has been recognized for its approach to digital innovation, community partnerships and customer service, including being named one of the 2025 World's Most Ethical Companies and one of Fortune's most admired superregional banks. Learn more at usbank.com/about.

Disclosures: Loans and lines of credit are offered by U.S. Bank National Association. Deposit products are offered by U.S. Bank National Association. Member FDIC. The creditor and issuer of Edward Jones Mastercard credit cards is U.S. Bank National Association, pursuant to a license from Mastercard International Incorporated. Mastercard is a registered trademark, and the circles design is a trademark of Mastercard International Incorporated.

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