



U.S. Bank Opens Branch in Belltown

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New location opening in Insignia Towers on March 21

SEATTLE--(BUSINESS WIRE)--Mar. 16, 2016-- U.S. Bank is opening a new branch in Belltown, centrally located in an up-and-coming area of the community. The branch will be in the newly-constructed Insignia Towers, a high-profile space across the street from the Belltown Community Center. It is set to open on March 21, with a grand opening celebration on April 5.

The look and feel of the U.S. Bank branch in Belltown reflects the latest concepts in branch design at U.S. Bank. The new branch moves away from the traditional teller line in favor of more employees welcoming customers as they walk into the branch. Bankers are available for more in-depth conversations on a range of banking services, such as if a customer is planning to buy a house or thinking about expanding a business.

"Branches still matter to customers, but they matter for different reasons than they did 20 years ago," said Thomas Roberts, senior vice president and head of metropolitan banking for U.S. Bank in the Greater Seattle area. "More customers are turning to their phone or going online to do simple things like deposit a check or transfer money. However, our research shows customers still want to be able to talk to a human, and often times they want to talk to a human at a branch."

A **U.S. Bank survey** late in 2015 of more than 1,000 Americans found 8 out of 10 prefer working with a professional banker instead of a virtual one when solving issues or during life's milestones. Additionally, 86 percent reported that they will do at least some of their banking at physical branches in five years.

The ATMs at Belltown offer a wide range of services for customers who prefer to take care of transactions such as making a deposit or cashing a check. Customer choice is at the heart of how U.S. Bank serves its customers. With more than 5,000 ATMs, 3,170 branch locations, 24-hour phone support and mobile and online banking, U.S. Bank makes it easy for customers to manage their money any time.

Scott Scherschligt II will manage the Belltown branch, working with a team of 17 employees with expertise in a full range of banking, mortgage, small business and wealth management services.

In addition to banking services, the U.S. Bank branch in Belltown has a community room that is available to local nonprofits and businesses to use for meetings free of charge. U.S. Bank has 95 branches in the Greater Seattle area.

U.S. Bancorp (NYSE: USB), with \$422 billion in assets as of December 31, 2015, is the parent company of U.S. Bank National Association, the fifth largest commercial bank in the United States. The company operates 3,133 banking offices in 25 states and 4,936 ATMs and provides a comprehensive line of banking, investment, mortgage, trust and payment services products to consumers, businesses and institutions. Visit U.S. Bancorp on the web at www.usbank.com.

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