



U.S. Bank's 'Happy New You' Sweepstakes Starts January 16; Multiple Chances to Win Prizes with the Your Community App

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SAN JOSE, Calif.--(BUSINESS WIRE)--Jan. 14, 2016-- U.S. Bank is launching 'Happy New You,' a 16-day sweepstakes giving away daily prizes, leading up to a \$5,000 grand prize. To participate in this national sweepstakes, individuals will need to download the Your Community app, a geo-location based app powered by U.S. Bank, providing unique resources and information for consumers in their local area.

From January 16-31, 2016, U.S. Bank will award multiple Your Community mobile app users a daily giveaway from national retailers. One grand prize winner will be announced February 1, receiving a \$5,000 check from U.S. Bank. The app users can increase their chances to win one of the 16 daily giveaways by interacting with the app every day during the promotional campaign. They can also increase chances of winning by sharing the app via Facebook or Twitter.

The Your Community app, which is currently being tested in the San Francisco Bay area, features local events, promotional offers, financial education tips, noteworthy community news and much more. It is available for FREE\* download in the app store for both Android and iOS devices.

We launched the "Your Community App" last year in the San Francisco Bay area as part of our continued effort demonstrating our innovative approach, and connecting with our customers through their mobile devices," said Michael Righi, market president for U.S. Bank. "Your Community App" allows our clients to make offers available to individuals near the merchants' locations. The 'Happy New You' campaign is a great additional incentive to download the app, check out all the offers, and win great prizes."

While the app's content currently focuses on the San Francisco Bay area, it also includes information that appeals to all geographic regions. When consumers download the app outside of Northern California, their location will be detected automatically, and they will receive relevant national U.S. Bank information.

U.S. Bank is an innovation leader in mobile banking and payments and has been bringing industry-leading capabilities to customers since 2007. It was one of the first to test contactless payment technology. U.S. Bank is also a leader in implementing photo banking services such as mobile check deposits, mobile photo bill pay, mobile credit card balance transfer and person-to-person payments. Additionally, businesses can speed up in-store card application processes with mobile information capture from a driver's license and other features piloted at U.S. Bank.

For more information, visit [usbank.com/yourcommunity](http://usbank.com/yourcommunity).

\* The U.S. Bank Your Community App is free to download. Your mobile carrier may charge access fees depending upon your individual plan. Web access is needed to use the app. Check with your carrier for specific fees and charges.

#### **About U.S. Bank**

Minneapolis-based U.S. Bancorp (NYSE: USB), with \$416 billion in assets as of September 30, 2015, is the parent company of U.S. Bank National Association, the fifth largest commercial bank in the United States. The Company operates 3,151 banking offices in 25 states and 5,001 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](http://www.usbank.com).

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