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## Press Release

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### SANTANDER LAUNCHES PERSONALIZED BANKING SERVICE

#### *Santander Select<sup>SM</sup> Program Is Now Available at Madison Avenue Branch*

**BOSTON, April 2, 2014** – Santander Bank, N.A. announced today that its [Santander Select<sup>SM</sup>](#) personalized banking service is now available at its branch located at 330 Madison Avenue in New York City.

Rollout of the Santander Select program at this location and two branches in Boston is the first step in an initiative to offer this service at designated branches across the Bank's footprint in the northeastern United States.

Santander Select is designed for clients with over \$250,000 in deposit and investment accounts at the Bank, one of the largest retail banks in the United States by deposits, and Santander Investment Services. The service level will complement the Bank's current offerings to create value for customers with a wide range of financial needs and goals. The launch of the premium banking service follows a string of new product and service offerings designed to appeal to value-seeking consumers, including its highly-rated mobile banking app, award-winning [extra20 checking](#) account and [Bravo MasterCard<sup>®</sup>](#).

"Enhancing the experience of our customers was the main idea behind development of our Santander Select program," said Josephine Moran, region president for New York and Northern New Jersey. "Consumers are looking for ways to make the most of their money and we believe they'll find our Santander Select service to be a very compelling option."

Benefits of being a Santander Select customer include assignment of a personal banker, premium rates on interest bearing accounts, lower interest rates on loans, reduced mortgage rates and fees, dedicated VIP phone services, no fees on wire transfers, no foreign transaction fees on debit or credit card use, discounted brokerage fees and a dedicated investment platform with complimentary market research. In addition, customers receive the Santander Select World Debit MasterCard<sup>®</sup> which includes perks such as waived fees for the use of any financial institution's ATMs around the world, concierge service, trip insurance and priority access to airport lounges.

Customers are invited to meet with a specially-trained personal banker at a Santander Select branch. After an initial consultation, Santander Select customers will also have access to a dedicated group of specially-trained phone representatives. In addition, customers can conduct typical banking transactions at any of Santander's branches or ATMs as well as by using Santander's online banking service or mobile app.

More information about Santander Select banking services, including a comprehensive description of its features, can be found by visiting [www.santanderbank.com/SELECT](http://www.santanderbank.com/SELECT)



## **About Santander**

Santander Bank, N.A. is a top 25 retail bank in the United States by deposits. Its main corporate offices are in Boston and it operates principally in Connecticut, Delaware, Maryland, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania and Rhode Island. Santander's 9,469 employees serve its 1.8 million customers through the Bank's 706 branches, 2,074 ATMs, call centers, website and mobile app. Supervised by the Office of the Comptroller of the Currency and a member of the Federal Deposit Insurance Corporation, Santander in the United States is a wholly-owned, financially autonomous subsidiary of Banco Santander (NYSE: SAN), a global commercial and retail bank. For more information about Santander, visit [www.santanderbank.com](http://www.santanderbank.com) or call 877-768-2265.

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