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## Press Release

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# SANTANDER'S NEW SIMPLY RIGHT<sup>SM</sup> CHECKING ACCOUNT MAKES BANKING RIGHTFULLY SIMPLE

*Monthly Fee Waived with One Transaction. No Minimum Balance. No Fine Print. No Surprises.  
It's That Simple.*

**BOSTON – December 1, 2015** - [Santander Bank](#) today announced the debut of its new signature checking account product called Simply Right – a simple-to-use account with very clear, easily-earned benefits and no fine print.

Simply Right's features include:

- Monthly Fee is waived with just one customer-initiated transaction per month of any amount (one deposit, withdrawal, payment or transfer).
- No minimum balance requirement to avoid the Monthly Fee.
- Statement and service fee periods are aligned with the calendar month, starting the first day of every month and ending on the last.

"Simply Right defines what a simple checking account should look like," said Michael Cleary, Santander's head of Consumer and Business Banking. "Its straightforward features and benefits will be an attractive option for customers who are tired of paying unnecessary fees." He added, "Unlike other banks that require minimum balances or a complicated combination of activities to waive fees, we have created an account that reflects how customers like to bank. With Simply Right, we're improving the banking experience by eliminating all points of confusion and creating one of the most flexible accounts in the market."

As part of the Bank's commitment to make banking easier for customers, Santander is also simplifying its consumer checking account offerings by reducing its product line from 13 products to five. "Everyone will find something that meets their financial needs and circumstances among these five easy-to-use checking accounts," said Cleary. "A simplified product line not only makes our customers' choices easier, but it makes it easier for our team members to help customers select the best product for their needs."

Along with the launch of its simpler checking lineup, Santander is launching the first phase of its updated website. The website enhancements and redesign provide visitors with a simple, easy-to-use interface on both desktop and mobile, resulting in an improved customer experience.

**Santander Bank, N.A.** is one of the country's top retail banks by deposits and a wholly owned subsidiary of Banco Santander, S.A. - one of the most respected banking groups in the world. With its corporate offices in Boston, Santander Bank's more than 670 branches and nearly 2,100 ATMs are principally located in Massachusetts, New Hampshire, Connecticut, Rhode Island, New York, New Jersey, Pennsylvania and Delaware. The Bank's 9,800 employees are committed to helping our 2.1 million customers make progress toward their financial goals with the support of our call centers, interactive online banking platform and easy-to-use mobile app. Madrid-based Banco Santander (NYSE: SAN) serves more than 100 million customers in the U.K., Europe, Latin America and the U.S. Through its local affiliates, including Santander Bank, Banco Santander is the largest corporate contributor to higher education in the world, investing over \$165 million annually in colleges and universities across more than 20 countries, including the U.S. For more information on Santander Bank, please visit [www.santanderbank.com](http://www.santanderbank.com).

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