



July 17, 2008

## **U.S. Bank Offers Customers Mobile Access to Bank Accounts**

MINNEAPOLIS--([BUSINESS WIRE](#))--Millions of U.S. Bank consumer and small business customers who access their bank accounts via the Internet will have even greater flexibility as U.S. Bank now offers Mobile Banking to all U.S. Bank Internet Banking users.

Banking via a mobile device, customers will be able to check balances, obtain transaction history, transfer money and find a U.S. Bank branch or ATM near them. The new features complement existing email and paging options that alert customers to low balance thresholds and deposits or withdrawals above key dollar amounts that are set by the user. Future enhancements to these core functions will include the ability to pay bills via U.S. Bank Internet Bill Pay and the introduction of text message based alerts and services.

"U.S. Bank is committed to finding new ways to make our customers lives more convenient, so we are pleased to offer mobile banking to all Internet Banking customers with no additional enrollment required. By offering a web-based solution built on open standards, we hope to bring this new level of convenience to as many customers as possible," said Mac McCullough, executive vice president and head of U.S. Bancorp's Enterprise Revenue Office.

Approximately 220 million Americans currently subscribe to wireless services, and the vast majority of current mobile devices have web browser and text message capabilities making the target market vast and deep. Teens, university students, recent graduates and frequent business travelers place significant value on the convenience and overall customer experience provided by mobile devices.

U.S. Bank Mobile Banking is available with any major mobile phone carrier, as long as the customer has access to the Internet. The custom U.S. Bank mobile banking page at [m.usbank.com](http://m.usbank.com) makes it very easy for customers to navigate through core banking functions or quickly contact U.S. Bank's 24 hour banking center by phone or email.

U.S. Bancorp (NYSE:USB), with \$247 billion in assets, is the parent company of U.S. Bank, the 6th largest commercial bank in the United States. The company operates 2,542 banking offices and 4,895 ATMs, and provides a comprehensive line of banking, brokerage, insurance, 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).

