



March 21, 2017

## **Mitek's Mobile Fill® Used by Synchrony Financial to Increase In-Store Credit Card Application Efficiency**

SAN DIEGO and LONDON, March 21, 2017 (GLOBE NEWSWIRE) -- Mitek (NASDAQ:MITK) ([www.miteksystems.com](http://www.miteksystems.com)), a global leader in mobile capture and identity verification software solutions, today announced that one of the nation's premier consumer financial services companies, [Synchrony Financial](http://www.synchrony.com) (NYSE:SYF), is using Mitek's [Mobile Fill](#) to streamline its in-store credit application process.

"We share Mitek's passion for creating superior consumer experiences through technology innovation," said Jay Neidermeyer, Senior Vice President and IT Leader for Payment Solutions & Commercial at Synchrony Financial. "We are always seeking ways to streamline our in-store credit application process and Mitek's technology helps Synchrony's Mobile Apply app provide shoppers a faster, secure and private application process anywhere in the store."

The issuer behind many of the largest private label credit card programs in the country, Synchrony financed more than \$125 billion in purchase volume in 2016 through its partners' 365,000 locations and their websites and mobile applications.

Mitek's mobile capture technology allows the cameras on in-store agents' tablets to quickly and accurately upload information into a credit application, saving customers time from manually filling out applications and helping in-store agents increase approvals without slowing down the line at point of sale.

"Mobile Fill improves the retail credit application process for busy shoppers who may be hesitant to spend the time required to sign up," said James DeBello, Chairman and CEO, Mitek. "By using Mobile Fill, associates at retail locations can accurately capture data directly from an applicant's driver's license and have the information populated into a digital form for easy and secure credit applications."

Synchrony's Mobile Apply app with Mitek technology will be showcased at the Synchrony Financial booth #528 at ShopTalk, March 19-22 at the Aria, Las Vegas.

### **About Mitek**

Mitek (MITK) is a global leader in mobile capture and identity verification software solutions. Mitek's ID document verification allows an enterprise to verify a user's identity during a mobile transaction, enabling financial institutions, payments companies and other businesses operating in highly regulated markets to transact business safely while increasing revenue from the mobile channel. Mitek also reduces the friction in the mobile user experience with advanced data prefill. These innovative mobile solutions are embedded into the apps of more than 5,500 organizations and used by tens of millions of consumers daily for mobile check deposit, new account opening, insurance quoting and more. Learn more at [www.miteksystems.com](http://www.miteksystems.com).

(MITK-F)

Follow Mitek on LinkedIn: <http://www.linkedin.com/company/mitek-systems-inc->

Follow Mitek on Twitter: [@miteksystems](https://twitter.com/miteksystems)

Connect with Mitek on Facebook: <http://www.facebook.com/MitekSystems>

See Mitek on YouTube: <http://www.youtube.com/miteksystems>

Read Mitek's latest blog post: <http://www.miteksystems.com/blog>

Mitek Contact:

Ann Reichert

Senior Director of Marketing

[pr@miteksystems.com](mailto:pr@miteksystems.com)

Katherine Verducci

MIX Public Relations

[pr@mix-pr.com](mailto:pr@mix-pr.com)

Mitek Investor Contacts:

Todd Kehrli or Jim Byers

MKR Group, Inc.

[mitk@mkr-group.com](mailto:mitk@mkr-group.com)

 Primary Logo

Source: Mitek Systems, Inc.

News Provided by Acquire Media