

JA City's "City Hall" Gets New Look with Support from Synchrony Financial

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Continuing Synchrony Financial's commitment to youth financial literacy and career empowerment through its volunteerism

STAMFORD, Conn. & SALT LAKE CITY--([BUSINESS WIRE](#) ^[2])--Synchrony Financial (NYSE: [SYF](#) ^[3]), a premier consumer financial services company with 80 years of retail heritage, reaffirmed its longtime support for Junior Achievement of Utah with a ribbon-cutting yesterday at its newly-branded JA City location as Synchrony Financial City Hall. The event was led by Margaret Keane, president and CEO of Synchrony Financial.

Synchrony Financial and Synchrony Bank, as part of their community giving and Community Reinvestment Act activities, support the Synchrony Financial JA City Hall. The 10,000 square-foot JA City is an experiential learning site comprised of more than 20 businesses branded and financially supported by local companies and agencies. More than 14,000 5th and 8th graders attend annually and put into practice financial literacy and entrepreneurship skills they've learned in class from business community mentors, including Synchrony Bank employees, as they operate businesses, vote, and develop and maintain budgets and personal finances.

JA City is a key component of Junior Achievement's mission to provide work-readiness, entrepreneurship and financial literacy training for more than 80,000 K-12 students annually throughout Utah. In June 2015, Junior Achievement of Utah celebrated a key milestone of providing services to its one millionth student.

Synchrony Financial employees volunteer about 230 hours annually to Junior Achievement of Utah. Synchrony Financial, operating until 2014 as GE Capital Retail Finance Corporation, has been a supporter of JA City for more than 10 years. The Synchrony Financial JA City Hall site has been re-branded as part of Synchrony Financial's charitable support as it prepares to fully separate from General Electric.

"Our participation in JA City and our ongoing support for Junior Achievement of Utah reflect our commitment to improve the quality of each we life touch," Keane said. "We share Junior Achievement's passion for preparing today's students for life and careers through financial literacy and entrepreneurship and are excited to be part of their efforts here in Utah."

Synchrony Financial's Draper, Utah, office has served as the home office since 2009 for Synchrony Bank, a federal savings bank that serves as the consumer deposits and financial arm for the company.

Keane was joined at the ribbon-cutting ceremony by members of the Synchrony Financial and Synchrony Bank boards of directors, and Junior Achievement of Utah Executive Vice President Christy Tribe. Also participating in the event were members of Synchrony Bank's local leadership team including: Site Leader Terry Schade; Jeff Schreiber, a JA Utah board member; Paul Werner, a JA Utah executive board member; and Alan Urie, Synchrony Bank Community Reinvestment Act officer.

"Synchrony Financial's support for JA City allows us to better prepare our children for a lifetime of learning and educational achievement," Tribe said. "We're grateful for their continued engagement, and stake, in the future of our children."

About Synchrony Financial

Synchrony Financial (NYSE: [SYF](#) ^[4]) is one of the nation's premier consumer financial services companies. Our roots in consumer finance trace back to 1932, and today we are the largest provider of private label credit cards in the United States based on purchase volume and receivables.* We provide a range of credit products through programs we have established with a diverse group of national and regional retailers, local merchants, manufacturers, buying groups, industry associations and healthcare service providers to help generate growth for our partners and offer financial flexibility to our customers. Through our partners' over 300,000 locations across the United States and Canada, and their websites and mobile applications, we offer our customers a variety of credit products to finance the purchase of goods and services. Synchrony Financial (formerly GE Capital Retail Finance) offers private label and co-branded Dual Card credit cards, promotional financing and installment lending, loyalty programs and FDIC-insured savings products through Synchrony Bank. More information can be found at www.synchronyfinancial.com ^[5] and twitter.com/SYFNews ^[6].

*Source: The Nilson Report (April, 2015, Issue # 1062) - based on 2014 data.

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