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NEWS RELEASE

Gro Solutions Selected to Demo Mobile Account Opening at FinovateFall 2015

Company to demo how Gro Account Opening enables financial institutions to open and fund new accounts in less than four minutes

ATLANTA – July 21, 2015 – [Gro Solutions, Inc.](#), a leading provider of digital growth solutions for banks and credit unions, announced that it has been selected to demo its [mobile account opening solution](#), Gro Account Opening, at [FinovateFall 2015](#). The conference will take place Sep. 16 – 17, 2015 at the New York Hilton Midtown in New York City.

FinovateFall is a two-day showcase of the newest financial and banking technology innovations from both leading established companies and young startups. Gro Solutions executives will demo Gro Account Opening – the first and only solution on the market offering online, mobile web and native mobile app account opening solutions for use by both financial institutions' customers and employees. During the demo, Gro Solutions will unveil how Gro Account Opening leverages GPS, imaging, wireless carrier data, email address parsing and other features to limit manual text input and reduce high abandonment rates.

“At Finovate, we are looking for the latest technologies that help financial institutions solve problems, and Gro Solutions solves the problem of high mobile account opening abandonment rates by streamlining data entry on the mobile device,” said Eric Mattson, CEO of Finovate. “With one-in-three new customers now coming from the mobile channel, Gro Account Opening is innovating on a key area for a financial institution’s digital growth strategy.”

“It is an honor to be selected to demo at FinovateFall with the most innovative companies in the financial services industry,” said David Eads, CEO of Gro Solutions. “Opening a new account via mobile has often been frustrating and time-consuming, so prospects quit and give up. We are excited to show how Gro Account Opening embraces what mobile does well to help institutions significantly improve their completion rates and provide a great first impression.”

About FinovateFall

FinovateFall is a demo-based conference for innovative startups and established companies in the fields of banking and financial technology. Held in New York City, the event offers an insight-packed glimpse into the future of money via a fast-paced, intimate and unique format. FinovateFall is organized by The Finovate Group. For more information on the event or to view videos of previous demos, please visit www.finovate.com.

About Gro Solutions, Inc.

Founded in 2015, Gro Solutions, Inc. provides digital growth solutions for banks and credit unions. Through a fresh direction and a technology strategy that embraces mobile capabilities instead of begrudgingly accommodating them, Gro Account Opening helps financial institutions present a mobile front door that meets and exceeds the mobile expectations of the new customer. Gro Solutions is a subsidiary of Mobile Strategy Partners, which provides strategic and technical advisory services to the financial industry. For more information, visit www.grobanking.com.

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