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## NEWS RELEASE

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### **Gro Solutions Selected To Demo at FinovateFall 2017**

**ATLANTA – Aug. 8, 2017** [Gro Solutions](#), a leading provider of digital growth solutions for banks and credit unions, announced that it has been selected to demo at FinovateFall 2017, Sep. 11 – 14, 2017 at the New York Hilton Midtown in New York City.

This marks Gro's second selection as a featured company at FinovateFall. The company officially launched its mobile account opening solution, Gro Account Opening, at FinovateFall 2015. This year, Gro plans to unveil its newest solution during the demo presentation.

"FinovateFall has established itself as a premier event in our industry and we are honored to participate with the Finovate team again," said David Eads, CEO of Gro. "Our newest offering builds on our commitment to provide solutions that reduce friction, streamline workflows, enable cross-selling and connect disparate systems for a unified experience across all channels and all products."

The FinovateFall Conference brings together senior financial and banking executives, venture capitalists, press, industry analysts, and entrepreneurs excited to see the future of fintech via a unique, demo-only format. Gro was selected to present its technology based in part on its level of innovation and degree of impact in the fintech industry.

"The innovation of this year's applicants was strong, and those chosen to present on stage represent the cutting edge of Fintech technology," said Greg Palmer, VP of Finovate. "Gro's newest offering is a fine example of the type of exciting fintech solution the FinovateFall audience is hoping to see."

#### **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](http://www.finovate.com).

#### **About Gro Solutions**

Founded in 2015, Gro Solutions provides a digital sales platform to drive acquisition growth for banks and credit unions, across all channels of their business. The Gro Sales Platform features innovative and intuitive software solutions designed to optimize both the financial institution and end user experience for digital sales tasks, such as account opening and loan origination. For more information, visit [www.grobanking.com](http://www.grobanking.com), or follow us on Twitter, [@GroBanking](https://twitter.com/GroBanking).

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