

Synchrony Financial and Marvel Team Up to Unleash Super Powers with the “Save Like a Hero” Campaign

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Terms:

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Dateline City:

STAMFORD, Conn. & NEW YORK

New promotional relationship with Marvel includes girl empowerment and new Marvel MasterCard

STAMFORD, Conn. & NEW YORK--(BUSINESS WIRE (9))--Synchrony Financial (NYSE:[SYF](#) (10)), a premier consumer financial services company with 80 years of retail heritage, and Marvel today announced a new relationship to co-promote Synchrony Bank and its products in conjunction with Marvel feature films.

The promotions include the “Save Like a Hero” campaign, featuring a series of light-hearted 30-second original videos created for Synchrony Bank with an “average Joe” unsuccessfully trying to solve everyday problems in their own world. The campaign’s headline is “Saving the world is hard. Saving with Synchrony Bank is easy.”

The “Save Like a Hero” campaign will be tied to the release of Marvel’s latest feature film, CAPTAIN AMERICA: CIVIL WAR, in theaters May 6. The campaign is focused on encouraging people to “save like a hero” with Synchrony Bank’s award-winning, FDIC-insured high-yield savings accounts and will include a microsite, [save-like-a-hero.com](#) (11), to help consumers understand how to go about saving for both the short and long-term. Marvel fans will also have the opportunity through May 6 to tell their stories through a photo contest in their own hero costume about how they saved like a hero.

“Saving the world is serious business, and so is saving for your future,” said Synchrony Financial Consumer Banking Senior Vice President Sue Davis-Gillis. “The relationship with Marvel takes a fun approach to helping consumers think about saving for their future and making sure their investment grows.”

MARVEL’S CAPTAIN AMERICA: CIVIL WAR – GIRLS REFORMING THE FUTURE competition launched in March as part of the relationship. The contest sought to empower young girls in grades 10-12 nationwide to explore their potential to reform the future with positive world change through STEM: Science, Technology, Engineering and Mathematics.

Supported by the National Academy of Sciences, girls were asked to develop innovative projects with the potential of changing the world and submit videos demonstrating and describing their projects. A panel of science and technology experts, including Synchrony Financial Executive Vice President and CIO Carol Juel, selected the top five finalists, who attended the red carpet premiere of Marvel’s CAPTAIN AMERICA: CIVIL WAR. Each of the five finalists will also receive \$500 deposited into a High Yield Savings account with Synchrony Bank.

“In the film, our Super Heroes are faced with making difficult choices,” said Mindy Hamilton, Senior Vice President, Global Partnerships, Marvel. “We applaud Synchrony Bank’s passion for making sure our young people make responsible decisions to prepare for a bright future, and we’re excited to be working with them on this fun and inspiring campaign.”

The relationship with Marvel also includes the April 12 launch of the Marvel MasterCard® with cashback rewards and exclusive cardholder benefits.

Qualifying cardholders earn 3% cashback for purchases made on select entertainment, dining, and online at [marvel.com](#) and Marvel’s official convention merchandise booths. Cardholders can also earn 1% cashback rewards on all other Marvel MasterCard purchases.* All cashback rewards will be paid as a statement credit.

Special extras that cardholders can enjoy with the Marvel MasterCard include a \$25 statement credit after the first purchase with the card, 10% off all merchandise purchases at [MarvelShop.com](#) (12) every day and free shipping offers on [MarvelShop.com](#) during certain times of the year.

The Marvel MasterCard aims to deliver the greatest benefits on engaging experiences. Cardholders will earn 3% cash back for spending on their favorite leisure activities – from, movies, concerts and amusement parks to digital apps and games, aquariums and restaurants.

Marvel fans can also choose from one of several super-powered card designs to show their affinity for Marvel’s Super Heroes.

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The Marvel MasterCard® is issued by Synchrony Bank pursuant to a license by MasterCard International Incorporated. MasterCard is a registered trademark of MasterCard International Incorporated.

*Purchases subject to credit approval. Cashback will appear as a statement credit within two billing cycles. See Cashback Program Terms for details.

About Synchrony Financial

Synchrony Financial (NYSE: [SYF](#) (13)) 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 350,000 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](#) (14), [facebook.com/SynchronyFinancial](#) (15) and [twitter.com/SYFNews](#) (16).

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

About Marvel’s “Captain America: Civil War”

Marvel’s “Captain America: Civil War” finds Steve Rogers leading the newly formed team of Avengers in their continued efforts to safeguard humanity. But after another incident involving the Avengers results in collateral damage, political pressure mounts to install a system of accountability, headed by a governing body to oversee and direct the team. The new status quo fractures the Avengers, resulting in two camps—one led by Steve Rogers and his desire for the Avengers to remain free to defend humanity without government interference, and the other following Tony Stark’s surprising decision to support government oversight and accountability.

Marvel’s “Captain America: Civil War” stars Chris Evans, Robert Downey Jr., Scarlett Johansson, Sebastian Stan, Anthony Mackie, Don Cheadle, Jeremy Renner, Chadwick Boseman, Paul Bettany, Elizabeth Olsen, Paul Rudd, Emily VanCamp, Marisa Tomei, Tom Holland, Frank Grillo and Martin Freeman, with William Hurt and Daniel Brühl.

Anthony & Joe Russo are directing with Kevin Feige, p.g.a. producing. Louis D’Esposito, Victoria Alonso, Patricia Whitcher, Nate Moore and Stan Lee are the executive producers. The screenplay is by Christopher Markus & Stephen McFeely. Get ready to pick a side and join the nonstop action playing out on two fronts when Marvel’s “Captain America: Civil War” opens in U.S. theaters on May 6, 2016.

About Marvel Entertainment

Marvel Entertainment, LLC, a wholly-owned subsidiary of The Walt Disney Company, is one of the world's most prominent character-based entertainment companies, built on a proven library of more than 8,000 characters featured in a variety of media over seventy-five years. Marvel utilizes its character franchises in entertainment, licensing and publishing. For more information visit marvel.com. © 2016 MARVEL

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