



St.George launches Australian-first banking app for Windows mobiles

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St.George Bank today launched a new native banking app optimised for Windows Phone 7 smartphones featuring Mobile Banking Lite - an Australian-first app that lets customers conveniently check their account balance and transaction history, via a simpler log-in process.

St.George Bank's Chief Executive, Rob Chapman said the app was the first Australian mobile banking app for Windows Phone 7 smartphones and the first app of its kind from an Australian bank.

"This is a very exciting new app designed to make banking even easier for our customers. St.George Mobile Banking Lite has been designed for customers who just need to check their account balance when they're out and about, without having to complete the full mobile banking log-in process," Mr Chapman said.

"It's easy to use. Once a customer downloads the App from the Windows Market Place on their mobile phone, they enter all of their log-in details, including their Customer Number, Security Number and Password. From then on, subsequent logons only require customers to enter their Internet Password."

St.George Bank Chief Information Officer, Dhiren Kulkarni said:

"The app allows customers to securely view their account balance and transaction history quickly and conveniently, and is a first from an Australian bank. It's the latest development in St.George's continued roll-out of innovative mobile banking solutions based on feedback from our customers."

St.George's banking app for Windows Phone 7 smartphones also includes a Branch and ATM locator.

Mobile Banking Lite will also be made available through St.George's Mobile Banking App for iPhone and Android smartphone users in April.

The release of Mobile Banking Lite for Windows Phone 7 follows a number of recent St.George innovations, including the industry-first St.George mobile banking application for smart phones (available on Apple iPhone, Android and Blackberry Torch devices) and the Apple iPad.

St.George Bank is an industry leader in online services for customers and in 2010 was awarded Banking Website of the Year in *Money* magazine's annual Consumer Finance Awards - industry recognition that St.George is leading the way for its website, online



banking and mobile banking services. St.George's new website was also relaunched this month and includes a range of enhanced online features for customers, including an improved Branch & ATM locator, new product selectors, new comparison tables and access to real-time interest rate information.