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Synchrony Financial to Participate in the KBW Cards, Payments & Financial Technology Symposium

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STAMFORD, Conn.--([BUSINESS WIRE](#) ^[2])--Synchrony Financial (NYSE:SYF) President and Chief Executive Officer Margaret M. Keane and Executive Vice President and Chief Financial Officer Brian D. Doubles will participate in the Keefe, Bruyette & Woods (KBW) Cards, Payments & Financial Technology Symposium in New York on Tuesday, March 10, 2015, at 8:50 AM (Eastern Time).

A live webcast and replay will be made available on the Synchrony Financial Investor Relations website at <http://investors.synchronyfinancial.com/events-and-presentations.aspx> ^[3].

About Synchrony Financial

Synchrony Financial (NYSE: [SYF](#) ^[4]), formerly GE Capital Retail Finance, is one of the premier consumer financial services companies in the United States. 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' more than 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. Our offerings include private label and co-branded credit cards, promotional financing and installment lending, loyalty programs and Optimizer⁺Plus branded FDIC-insured savings products through Synchrony Bank. More information can be found at www.synchronyfinancial.com ^[5] and twitter.com/SYFNews ^[6].

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[5] <http://cts.businesswire.com/ct/CT?id=smartlink&url=http%3A%2F%2Fwww.synchronyfinancial.com&esheet=51049128&newsitemid=20150227005471&lan=en-US&anchor=www.synchronyfinancial.com&index=3&md5=2767ceda9d87b0afb950d3c1b05e320>

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