

Synchrony Financial's Optimizer+plus Takes Top Advertising Effectiveness Awards

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STAMFORD, Conn.--([BUSINESS WIRE](#) ^[2])--Synchrony Financial (NYSE:SYF), one of the nation's premier consumer financial services companies, has earned six Platinum and Silver awards in the 2014 Summit Marketing Effectiveness Award (Summit MEA) competition for multiple marketing communication initiatives for its [Optimizer+plus](#) ^[3] branded, FDIC-insured savings products through Synchrony Bank.

Synchrony Bank and its in-house creative agency, The Studio, were recognized by Summit International Awards (SIA) with three Platinum awards for its "Plus Reveal" print and digital campaign and Diamond Customer Brochure. The team was also awarded three Silver awards for its "Great Situations" and "Objects" campaigns.

"It is an honor to be recognized with Summit Marketing Effectiveness Awards across several different programs," said Toni White, chief marketing officer for Synchrony Financial. "Our entire team and in-house agency worked creatively to develop and execute these outstanding campaigns, and we continue to focus on educating the public about the value and unique benefits our bank offers."

The Summit MEA acknowledges the contribution of advertising and communication content and the achievement Synchrony Bank's business goals. Conducted by a group of dedicated industry professionals, the Summit MEA are unique in reinforcing the goal of marketing communications to change, influence or reinforce a target audience's knowledge, attitudes or beliefs. Using this premise as a basis for its evaluation criteria, the competition is conducted using a blind judging process.

"Distinguishing between creativity and effectiveness is a difficult task, so winning a Summit MEA is a significant achievement," said Jocelyn Luciano, executive director for the Summit International Awards. "The combination of experienced judges and our tough criteria ensures that only deserving submissions receive Summit MEA recognition."

About Summit International Awards

The Summit International Awards (SIA) organization is dedicated to furthering excellence in the communications industry. It administers three distinguished award competitions throughout the year with the goal of raising the awareness of companies and individuals who have the creative and marketing talent to go beyond the ordinary.

Throughout its 19-year history, the organization has established itself as one of the premier arbiters of communication excellence. Using stringent evaluation criteria and blind judging processes, its competitions reward only those firms whose work exemplifies the best in its class. Companies from all over the world invest their promotional dollars for the opportunity to be recognized as a Summit International Award winner. The organization conducts three awards each year: Summit Creative Award, Summit Emerging Media Award and Summit Marketing Effectiveness Award. Additional information about the Summit International Awards and its programs is available at www.summitawards.com ^[4].

About Synchrony Financial

Synchrony Financial (NYSE: [SYF](#) ^[5]), formerly GE Capital Retail Finance, is one of the premier consumer financial services companies in the United States. Our offerings include private label and co-branded credit cards, promotional financing and installment lending, loyalty programs, and [Optimizer+plus](#) ^[6] branded FDIC-insured, award-winning savings products through Synchrony Bank. 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. More information can be found at www.myoptimizerplus.com ^[7], www.synchronyfinancial.com ^[8] and twitter.com/SYFNews ^[9].

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Photos/Multimedia Gallery Available: <http://www.businesswire.com/multimedia/home/20141031005949/en/> ^[10]

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