



Press Release

SOVEREIGN BANK TO CHANGE ITS NAME TO SANTANDER

1.7 Million Customers to Receive Notification about Name Change, Branch Renovations, Enhanced ATM Rollout, New Products and Services to Come

BOSTON, July 24, 2013 – Sovereign Bank, N.A., a wholly-owned subsidiary of Santander Holdings USA and one of the 25 largest retail banks in the United States by deposits, announced today that it will begin to market itself under the Santander brand and legally change its name to Santander Bank, N.A. on October 17, 2013.

“October 17th will mark a unique occasion for our company. Under the Santander name, we will marry the local insights and relationships of a committed, community-focused bank with the breadth and expertise of a major global financial institution,” said Carlos Garcia, chief corporate affairs and communications officer at Sovereign Bank and Santander Holdings USA.

Sovereign Bank operates in Connecticut, Delaware, Maryland, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania and Rhode Island, serving 1.7 million retail and commercial clients. It has been a financially autonomous member of the Santander Group since 2009. While the Santander Group has had business operations in the United States for over 30 years, this change marks the first time it will operate as a federally chartered U.S. retail and commercial bank under the Santander brand.

With 102 million customers, over \$72 billion in market capitalization and a 10.67% core capital ratio, the Santander Group is one of the world’s strongest financial institutions as well as being one of the most respected and recognized global financial brands. Santander Group’s subsidiaries do business under the unified Santander brand in the U.K., Germany, Brazil, Mexico, Chile, Argentina, Spain and Portugal.

In the four years since Sovereign Bank became part of the Santander Group, the Bank’s corporate headquarters were relocated to Boston, it substantially strengthened its capital and improved its asset quality, migrated multiple legacy systems to a single robust technology platform and became a full-fledged commercial bank by changing to a national bank charter.

Corporate Communications
Mary Ellen Higgins
Director of Public Relations
mhiggins@sovereignbank.com
(o) 617.346.7431
(m) 617.378.1365



Enhancements to Accompany Name Change

In addition to its name change, the Bank announced several enhancements to be rolled out between now and October 17th as part of a comprehensive \$200+ million three year initiative. "Today's announcement reflects our commitment to becoming the best bank we can possibly be for both our customers and for our team members," said David Miree, managing director of the Bank's retail network. The following initiatives are designed to improve the overall experience offered to customers:

- Network-wide refurbishment of the Bank's more than 700 branches, including improved space facilitating personalized, one-on-one banking
- Completion of its newly renovated flagship branch located at One Beacon Street in Boston, MA
- Rollout of enhanced ATMs across its footprint bringing greater convenience and functionality to customers
- New streamlined website design including industry best practices in fee disclosure, improving transparency and ease-of-use for consumers
- A new comprehensive package of financial products and services designed to meet a wide range of business and consumer financial needs
- A substantial national and local print, broadcast and online advertising campaign across the Bank's markets designed to familiarize clients with the breadth and strength of the Santander brand

"We're looking forward to acquainting consumers and businesses with the Santander brand as well as our expanded capabilities and resources," said chief marketing officer and director of corporate communications, Kathy Klingler, "Our new advertising campaign will focus on how Santander will support our customers in achieving their dreams, goals and ideas."

Commitment to Community Continues

Under the Santander brand, the Bank will continue its corporate social responsibility efforts working closely with local community groups, non-profit organizations and higher education institutions. In 2012, Sovereign Bank contributed over \$2 million in donations across the Bank's footprint to many local non-profit organizations, over \$2 billion in community loans and investments to low and moderate income individuals, families and businesses and over \$8.5 million in grants to our 26 college and university partners throughout our footprint.

Corporate Communications
Mary Ellen Higgins
Director of Public Relations
mhiggins@sovereignbank.com
(o) 617.346.7431
(m) 617.378.1365



More information about the Bank's overall corporate social responsibility efforts was published today in its 2012 annual Corporate Social Responsibility report which can be found at www.sovereignbank.com/csr.

Customers can find additional information about Sovereign Bank's name change to Santander at any of its branches, by calling its local phone centers at (877)768-2265 or by visiting its website at www.sovereignbank.com/namechange.

About Sovereign Bank

Sovereign Bank, N.A., a wholly-owned subsidiary of Santander Holdings USA, is among the 25 largest retail banks in the United States based on deposits, with principal presence in Connecticut, Delaware, Maryland, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania and Rhode Island. Sovereign Bank is focused on serving the needs of its customers by providing a range of comprehensive financial solutions through its more than 700 branches, over 2,000 ATMs and nearly 9,000 team members. For more information about Sovereign Bank, visit <http://www.sovereignbank.com> or call (877) 768-2265. Member FDIC.

About Santander

Santander Holdings USA, Inc. is a member of the Santander Group and the parent company of Sovereign Bank, N.A. Santander Group is a network of diversified global retail and commercial banks, with a presence in 10 main markets including the United States, Germany, United Kingdom, Poland, Brazil, Mexico, Chile, Argentina, Spain and Portugal. Founded in 1857, Santander Group has more than 102 million customers, approximately 14,600 branches – more than any other bank – and nearly 190,000 employees. Santander was recognized as 2012 Best Global Bank by *Euromoney* magazine, ranked second “Greenest Global Bank” in 2013 by Bloomberg BusinessWeek and was named 2013 “Sustainable Global Bank of the Year - Transactions” by the Financial Times. For more information about Santander, visit <http://www.santander.com>.

Corporate Communications
Mary Ellen Higgins
Director of Public Relations
mhiggins@sovereignbank.com
(o) 617.346.7431
(m) 617.378.1365