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Synchrony Connect Completes Program Rollout with New Portal to Engage Business Partners with Insights and Experience Beyond Credit

STAMFORD, Conn.--(BUSINESS WIRE)-- Synchrony Financial (NYSE:[SYF](#)), a premier consumer financial services company with 80 years of retail heritage, today announced the launch of its Synchrony Connect digital portal, marking the full rollout of the exclusive program for businesses.

This Smart News Release features multimedia. View the full release here:

<http://www.businesswire.com/news/home/20150824005484/en/>

[Synchrony Connect](#) offers Synchrony business partners a broad range of Synchrony expertise, insights, and tools in non-credit areas delivered through webinars, one-on-one engagements, consulting projects, multi-client and cross-industry events, and the new online portal. Live this week, the dedicated portal provides Synchrony Connect webinar schedules, presentation materials and whitepapers, as well as best practices and case studies.

“Partners often ask for our insights and knowledge across many different business areas, and value the deep experience we can bring them beyond financing,” said Karen Nash Mirkin, senior vice president, Synchrony Connect. “Offering these services through Synchrony Connect is part of our mission to engage with our partners in ways that enable us to grow and succeed together.”

Synchrony Connect leverages Synchrony subject matter experts to help business partners:

- **Grow** – Insights, actionable recommendations from consulting engagements, and examples of how to expand their business and navigate challenges, ranging from innovation and marketing growth strategies to sales force effectiveness.
- **Lead** – Strategies for leadership, including organizational planning, development and talent management.
- **Operate** – Processes to optimize operations such as customer service, enterprise risk management, information technology, process management and improvement, and financial and business planning.

An important component of the program includes one-on-one engagements through Synchrony Connect best practice sharing with partners on topics such as social listening, call center training, IT disaster recovery, and motivating and measuring employee performance. Additionally, consulting projects offer partners individualized solutions to help them reach strategic objectives, while multi-client events feature Synchrony Financial and external

thought leaders.

The newly launched Synchrony Connect online portal links partners with Synchrony expertise and insights through whitepapers, videos and webinars on a range of topics and tips, from multi-generational strategies to cybersecurity.

To learn more about Synchrony Connect, contact synchronyconnect@synchronyfinancial.com.

About Synchrony Financial

Synchrony Financial (NYSE:[SYF](#)) 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 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. 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 and twitter.com/SYFNews.

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

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