



## **CB&S Bank is Excited to Announce the Launch of its Revolutionary Mobile Banking Application**

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RUSSELLVILLE, AL, January 11, 2013 **/24-7PressRelease/** -- CB&S Bank is excited to announce the launch of its revolutionary mobile banking application. The new mobile banking application allows CB&S Bank customers to view current account balances, view transaction history, transfer money between accounts, pay bills, and find the closest branch location or ATM.

Mobile banking was an inevitable development of the technology responsible for creating the Internet. [CB&S Bank](#) has embraced this revolution to provide its customers the best possible customer experience. There is no reason that the busy lives of banking clients should get in the way of managing their finances.

What Is [Mobile Banking](#)?

Traditionally, people were required to show up physically at their bank with correct ID in order to conduct transactions. With the advent of the Internet, many banks innovated and set up websites and applications through which customers could securely access their accounts. With the increase in popularity of cell phones and other mobile devices, it became desirable to access bank accounts from more than just a home desktop computer. Mobile banking was born.

Mobile banking's beginnings can be traced back to 1999, but it did not become commonplace until recently. Mobile phone users can securely enter bank websites through Internet connections. They can also use new applications, or apps, for mobile phones that make it easy to achieve this access.

### The Advantages of Mobile Banking

Visiting your bank via a mobile phone app is more than just a convenience. The ability to stay in touch with your finances throughout the day is an important way to adapt to modern life. People are increasingly looking to find ways to use their time more wisely. The errands of a generation ago used to consume entire days. With opportunities like mobile banking, important errands can take just a few minutes and leave people free to work or enjoy their leisure time.

### Mobile Banking with CB&S Bank

CB&S Bank wants to help its customers manage their busy lives by providing solutions that allow them to bank with ease. Through their Internet banking web pages, customers can handle their accounts just as effectively as if they were in the bank itself. CB&S Bank created its own industry leading app for mobile banking.

There are three ways to access your CB&S Bank accounts via a mobile device. The most customized and user-friendly way is to download the CB&S Bank mobile app. You can use the same user name and password that you use to access Internet Banking from your computer. The app is available both through the Apple App Store and in the Android Market.

CB&S Bank knows that not everyone is an Apple or Android user. That is why the bank provides other methods of setting up access through additional mobile devices. If you already have an Internet Banking account that you use to access your funds, you can enter through that same account and click on the Options tab. The Enroll Now option in the mobile banking section provides onscreen instructions to help you get through the process of developing your own mobile banking service. You will need to be able to receive text messages in order to download the link successfully.

The third option is text banking. Many people prefer the simplicity of text messaging for an increasing number of communications. Information about accounts; such as deposits, large expenditures or low balances, is sent to phones via text immediately. This saves customers from having to find out about unexpected transactions until their next statement arrives.

CB&S Bank's innovative, forward-thinking products have helped both consumers and businesses bank with ease for

over 100 years. Although the tools used to bank may change, their focus on customers never will. CB&S Bank is a \$1.25 billion leading community bank, headquartered in Russellville, Alabama, operating 42 branches in the Alabama, Mississippi, and Tennessee markets. Employing approximately 450 people company-wide, CB&S Bank offers a complete line of full-service banking products and other related financial services to retail and commercial customers through our subsidiaries.

Website: <https://www.cbsbank.com>

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