

Bank turns north for newest alliance

BBVA Compass becomes a team sponsor of the Cleveland Cavaliers

- Team joins four other NBA bank partners
- Agreement gives bank exposure outside of its Sunbelt footprint

HOUSTON – BBVA Compass, the Official Bank of the NBA, announced today that it is now a sponsor of the Cleveland Cavaliers in a deal that will broaden the bank's exposure outside its Sunbelt footprint and allow it to tap into the team's loyal fan base.

The agreement with the 2015 Eastern Conference Champions includes in-stadium advertising during games, advertisements on the team's website and social media channels, and bank-branded promotional events. The contract brings to five the number of NBA teams sponsored by BBVA Compass, with the Cavaliers joining the Dallas Mavericks, Houston Rockets, Miami Heat and San Antonio Spurs on the bank's roster.

"The Cleveland Cavaliers are one of the best teams in the NBA and are in the middle of a tremendously successful season," said BBVA Compass Director of Global Sponsorships and Content Sheiludis Moyett. "But beyond aligning ourselves with a team that clearly has a bright future, this is an opportunity to get our story and our name in front of people who wouldn't normally come across it."

BBVA Compass sponsored the Cleveland Cavaliers during their run in the 2015 NBA Finals, and has served as the Official Bank of the NBA since 2010. As part of the NBA All Star 2016 in Toronto, BBVA Compass launched ads as part of its new [#BrightFutures campaign](#), featuring multiple bank brand ambassadors from the NBA. The videos are featured on the [BBVABright.com](#) website.

Contact details:

Al Ortiz

Corporate Communications

Tel. 281-433-5640

al.ortiz@bbva.com

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About BBVA Group



\$ 817

billion in total assets

66

million customers

35

countries

9,145

branches

30,616

ATMs

137,968

employees

Data at the end of December 2015. It includes Garanti starting July. Customers data at the end of November 2015.

BBVA Compass is a subsidiary of BBVA Compass Bancshares Inc., a wholly owned subsidiary of BBVA (NYSE: BBVA) (MAD: BBVA). BBVA is a customer-centric global financial services group founded in 1857. The Group has a solid position in Spain, is the largest financial institution in Mexico and has leading franchises in South America and the Sunbelt region of the United States. Its diversified business is geared toward high-growth markets and relies on technology as a key sustainable competitive advantage. Corporate responsibility is at the core of its business model. BBVA fosters financial education and inclusion, and supports scientific research and culture. It operates with the highest integrity, a long-term vision and applies the best practices. The Group is present in the main sustainability indexes. More information about the BBVA Group can be found at bbva.com.

About BBVA Compass

BBVA Compass is a Sunbelt-based financial institution that operates 666 branches, including 340 in Texas, 89 in Alabama, 73 in Arizona, 61 in California, 45 in Florida, 38 in Colorado and 20 in New Mexico, and commercial and private client offices throughout the U.S. BBVA Compass ranks among the top 25 largest U.S. commercial banks based on deposit market share and ranks among the largest banks in Alabama (2nd), Texas (4th) and Arizona (4th).

BBVA Compass recently earned top nods for best mobile app and best regional bank in the South & West in Money magazine's annual list of the Best Banks in America. Additional information about BBVA Compass can be found at bbvacompass.com, by following [@BBVACompassNews](https://twitter.com/BBVACompassNews) on Twitter or visiting newsroom.bbvacompass.com.

Editor's Note:

BBVA Compass is a trade name of Compass Bank.