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Capital One 360 Brings New Banking Experience to Boston with First Area Café

McLean, Va., February 18, 2014 - [Capital One 360](#), the nation's largest direct bank, is opening its first area Café at 799 Boylston Street in Boston's Back Bay. Bostonians visiting the new Café can recharge their bank accounts, their devices and their lives by learning new ways to save time and money, and trying out financial and digital tools - all while enjoying free Wi-Fi and a hand-crafted espresso from Peet's Coffee & Tea's full line of beverages.

Boston, meet Capital One 360

As an online bank, Capital One 360 lets people bank where and when they want - but also knows that making a face-to-face connection to its Customers and communities is important. The Café is a retail destination where Customers can experience the same banking services as the Capital One 360 online bank, along with Associates who are available to answer banking questions and demonstrate digital and financial tools, all while enjoying a hand-crafted latte. Boston will be the first U.S. city to have multiple Capital One 360 Cafés with additional locations scheduled for Downtown Crossing, Coolidge Corner and Harvard Square.

"Boston is a vibrant, digitally savvy city with residents who embrace innovation and ingenuity, and the city is an ideal place for us to expand and build upon the success of our 360 Cafés," said Jim Kelly, Head of Direct Banking, Capital One. "Our Cafés provide a great environment for us to interact with the local community and our Customers. From fostering conversations about saving, to introducing new financial tools, our Cafés give us an opportunity to make personal connections, and showcase our passion for helping people save time and money."

Peet's Coffee & Tea hand-crafted coffee and tea beverages

Capital One 360 Cafés have been serving Peet's espresso and drip coffee for more than a decade, since the first Café opened in New York City in 2001. In the new Boston 360 Cafés, Peet's will be the exclusive beverage and food service provider, with trained baristas on staff to serve its full line of premium hand-crafted coffee, espresso and tea beverages. Peet's also will offer bagged coffee, tea and other merchandise. Since Peet's opened its first store in Berkeley, Calif. in 1966, the company has been dedicated to crafting the highest quality, hand-roasted coffee using the world's best beans and maintaining a strict standard of freshness.

"Our expanded relationship with Capital One 360 further highlights our strong commitment to bring Peet's premium, quality coffee to more neighborhoods across the U.S., beginning this year with Capital One 360 Cafés in Boston," said David Burwick, President and CEO of Peet's Coffee & Tea. "With a dedication to fresh, premium coffee and hand-crafted beverages, we're taking it to the next level together with Capital One 360, creating Cafés in Boston with a more unique, personal experience that Customers will appreciate."

Of note, as part of the Boston roll-out, Capital One Customers will receive a 50 percent discount on their hand-crafted Peet's beverage purchases when they use a Capital One credit or debit card.

From cups of coffee to giving back

In addition to serving 360 Customers, the Back Bay Café will be a community hub for bringing people together for events focused on digital tools, trends and innovations, as well as education and face-to-face conversations. Similar to other 360 Cafés, it will offer free meeting space for non-profit groups.

In the New England region, Capital One has partnered with Junior Achievement to teach local students about money management. In addition to Junior Achievement, Capital One works with BUILD, whose mission is to use entrepreneurship to motivate low-income students. Before doors to the Back Bay Café even opened, Associates have dedicated their time to working with these two organizations. Already, Associates have painted and installed new technology at BUILD, while also working with students on ways to grow their businesses using digital tools and technology.

About Capital One

Capital One Financial Corporation (www.capitalone.com) is a financial holding company whose subsidiaries, which include Capital One, N.A., and Capital One Bank (USA), N.A., had \$204.5 billion in deposits and \$297 billion in total assets as of December 31, 2013. Headquartered in McLean, Virginia, Capital One offers a broad spectrum of financial products and services to consumers, small businesses and commercial clients through a variety of channels. Capital One, N.A. has more than 900 branch locations primarily in New York, New Jersey, Texas, Louisiana, Maryland, Virginia and the District of Columbia.

A Fortune 500 company, Capital One trades on the New York Stock Exchange under the symbol "COF" and is included in the S&P 100 index. Capital One 360 is a division of Capital One, N.A. Capital One 360 Cafés are in Chicago; Los Angeles; New York City; Philadelphia; San Francisco; Honolulu; St. Cloud, Minn.; and Wilmington, Del.

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