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## Mitek Signs Top Five Insurance Company for Photo Fill

### Mobile Web to Improve Quoting Process and Customer Acquisition

SAN DIEGO, Nov. 12, 2015 (GLOBE NEWSWIRE) -- Mitek (NASDAQ:MITK) ([www.miteksystems.com](http://www.miteksystems.com)), a leading innovator of mobile capture and identity solutions, today announced that a top five insurance company has selected its new Photo Fill™ Mobile Web solution to improve the process of obtaining a quote for new auto insurance by using a mobile web browser on their smartphone to capture information from a driver license photo. In addition, Photo Fill will enable the insurer to improve customer acquisition through the mobile channel by significantly increasing the number of completed quotes.

"Optimizing the mobile channel for consumer convenience is a key competitive differentiator for businesses across many industries. Delivering a high quality, fast and easy experience through a mobile browser is extremely important to increasing revenue from mobile," said James DeBello, president & CEO, Mitek. "This is why one of the top five insurance companies has selected our Photo Fill Mobile Web solution to enable pre-fill of a quoting form with accurate personal data in seconds by snapping a photo of a driver license."

Mitek's Photo Fill Mobile Web is the industry's first browser identity capture solution to provide a fast, accurate and seamless user experience for consumers. Because there is no application to download, users interact with the camera directly from their mobile browsing session, causing no disruption in the mobile application process. Photo Fill Mobile Web uses Mitek's proprietary mobile capture technology to provide real-time guidance to consumers during the image capture process to insure optimal image quality. It also ensures that no images are saved to the consumer's mobile device to maximize security.

A recent Zogby Analytics survey found that Millennials want to digitize all commerce through their mobile camera, and that they love the convenience of taking a picture for data capture. In fact, 68 percent said that they would rather always use mobile capture instead of manually typing information on their smartphone. Photo Fill provides a fast and easy user experience to consumers and a significant value proposition for any business seeking to more efficiently and effectively acquire new customers via the mobile channel.

#### About Mitek

Headquartered in San Diego, CA, Mitek (NASDAQ:MITK) is a leading innovator of mobile capture and identity solutions. Mitek's mobile photo technology enables consumers to use the Camera as a Keyboard™ to reduce friction for mobile check deposit, account opening, insurance quoting, payments, and ID document authentication. This innovative mobile technology is licensed by more than 4,100 organizations and used by tens of millions of consumers. In June of 2015, Mitek acquired IDchecker, a global provider of cloud based identity document verification and facial recognition solutions. The acquisition broadens Mitek's global presence, expands document coverage to more than 3,500 document types and adds international customers in payments, financial services and information services. [www.miteksystems.com](http://www.miteksystems.com) (MITK-F)

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