



December 9, 2015

Mitek Signs Top 100 Bank for Mobile Fill™ for Mobile Web to Improve New Customer Acquisition

SAN DIEGO, Dec. 09, 2015 (GLOBE NEWSWIRE) -- Mitek (NASDAQ:MITK) (www.miteksystems.com), a global leader in mobile capture and identity verification software solutions, today announced that a top 100 U.S bank has selected Mitek's Mobile Fill™ Mobile Web solution to improve new customer acquisition through its mobile optimized web site.

The bank selected Mitek's best in class data prefill solution for mobile web because of its advanced image capture capabilities. Mobile Fill will enable the bank to increase the number of new customer application forms successfully completed through its mobile channel and improve the quality of data submitted in the mobile forms application process. The improved data quality will help minimize the need for back office manual review processes and decrease the number of applications denied due to inaccurate information.

"Enterprises across all industries are looking to improve the conversion rate of their new customer applications through the mobile channel," said James DeBello, president & CEO, Mitek. "Today's mobile application process is too difficult and time consuming, and consumers don't want to have to download a company-specific app or complete a long form on their mobile device to apply for a new service. Mitek's Mobile Fill for Mobile Web streamlines the process by allowing consumers to use their mobile device's camera to complete the application, enabling enterprises to significantly improve new customer acquisition rates through the fast growing mobile channel."

About Mitek

Mitek (NASDAQ:MITK) is a global leader in mobile capture and identity verification software solutions. Mitek's ID document verification allows an enterprise to verify a user's identity during a mobile transaction, enabling financial institutions, payments companies and other businesses operating in highly regulated markets to transact business safely while increasing revenue from the mobile channel. Mitek also reduces the friction in the mobile users experience with advanced data prefill. These innovative mobile solutions are embedded into the apps of more than 4,500 organizations and used by tens of millions of consumers daily for new account openings, insurance quoting, mobile check deposit and more. For more information, visit www.miteksystems.com. (MITK-F)

Follow Mitek on LinkedIn: <http://www.linkedin.com/company/mitek-systems-inc>

Follow Mitek on Twitter: [@miteksystems](https://twitter.com/miteksystems)

Connect with Mitek on Facebook: <http://www.facebook.com/MitekSystems>

See Mitek on YouTube: <http://www.youtube.com/miteksystems>

Read Mitek's latest blog post: <http://www.miteksystems.com/blog>

Mitek Contact:

Ann Reichert

Senior Director of Marketing


ar@miteksystems.com

Investor Contacts:

Todd Kehrli or Jim Byers

MKR Group, Inc.

mitk@mkr-group.com

 Primary Logo

Source: Mitek Systems, Inc.

News Provided by Acquire Media