



Media Contact:

Christen Reyenga

MediaRelations@nationstarmail.com

Nationstar to Officially Become Mr. Cooper in August 2017

Industry-Leading Residential Mortgage Servicer Reveals Next Steps in Transformative Rebrand

DALLAS, Texas (May 2, 2017) – [Nationstar Mortgage Holdings Inc.](#) (NYSE: NSM) (“Nationstar”) today announced that it will officially rebrand its operating company, Nationstar Mortgage LLC, to “Mr. Cooper” in August. The brand name change is a significant step forward in the company’s two year transformation to make homeownership more rewarding and less worrisome for its nearly 3 million customers.

Initially, Nationstar launched Mr. Cooper to its team members in early 2016, focusing first on cultural change and a newly established mission to keep the dream of homeownership alive for customers. It redefined its values to encourage team members to be challengers of convention, champions for customers and cheerleaders for the team – all in an effort to help customers better navigate the often-complex mortgage process.

“Launching Mr. Cooper is another important step in our journey to transform the customer experience; and while our journey is still evolving, I’m incredibly proud of our team and the impactful changes we’ve made throughout our company,” said Jay Bray, Chairman and CEO of Nationstar. “Rallying around our new identity has helped us to create an entire company dedicated to keeping the dream of homeownership alive for our customers. Becoming Mr. Cooper and making the home loan experience great are key in our goal of creating customers for life.”

After extensive research and testing, Mr. Cooper was selected as the new brand name to personify the next generation of home loan servicing and lending for the company. It represents a more personal relationship customers can have with their home loan provider. The brand recognizes the critical role of a customer advocate in delivering a positive experience and aligns the entire company behind the spirit of customer advocacy. The initiative to select Mr. Cooper was led by Nationstar’s marketing team and supported by creative agency [Phenomenon](#). The company analyzed thousands of names in the process.

The new brand identity will combine a fresh, modern look and brand voice with a host of new features that help customers get more from their home loan experience. Valuable features include the recently launched Street Smarts™ from Nationstar, a digital home loan advisor that can deliver custom insights on a customer’s loan, home and neighborhood. The suite of tools, available on the company’s website and mobile app, gives customers personalized data, including credit scores, tailored equity analysis, custom pay down options as well as the ability to find a home, identify the right loan or refinance options and locate a top realtor in their neighborhood.

Nationstar will begin directly notifying customers of the name change later this month, ensuring a seamless transition over the next several months. In those communications, customers will be introduced to the Mr. Cooper brand name and Nationstar’s renewed commitment to great service. Everything about customer loans will remain the same including account status, information and details



and payment process. The current Nationstar website will transition from www.mynationstar.com to www.mrcooper.com in August. Customers can visit www.mrcooper.com now to learn more about the brand transformation. [Xome](#)[®] and its subsidiaries will not be impacted by the change and will continue operating under their current brand names.

About Nationstar Mortgage Holdings Inc.

Based in Dallas, Texas, Nationstar provides quality servicing, origination and transaction based services related principally to single-family residences throughout the United States. Additional corporate information is available in the Shareholder Relations section of www.mynationstar.com.

###