



PRESS RELEASE

Budapest, 20 July 2009

Six thousand books collected for kids by Sláger Angyal

Joint charity campaign by Erste Bank Hungary and Sláger Rádió a success

Budapest, 20 July 2009 – Having lasted for a month, a charity book-collection campaign organised by Erste Bank and Sláger Rádió's [Hit Radio] Sláger Angyal Alapítvány [Hit Angel Foundation] has been concluded with success. Charitable people donated 6,000 books across the country and took them to Erste branches.

As a final act to the charity campaign that was launched on Children's Day, the organisers today are handing over those 6,000 books and a lot of board games that were collected by eager contributors as well as staff of the radio station and sent to dedicated branches of Erste Bank in June.

Ms. Edina Heal, CEO of Sláger Rádió, has said regarding the campaign that the main objective of the nationwide book-collection was cultural education in order to ensure the opportunity for the residents of children's villages to expand their knowledge. Via Sláger Angyal Alapítvány, the radio network regularly organises campaigns that provide financial assistance or contribution in kind to help the living standards of needy families and their children. The chief executive officer added that charity is not always a question of money, for the current campaign has proven that old books that are no longer used or needed can make others happy.

Ms. Emese Danks, head of communication at Erste Bank, has underlined in respect of the conclusion of the program that Erste Bank Hungary is proud to see the success of the campaign implemented in collaboration with Sláger Rádió, contributing to help those living in children's villages, widening their horizon and supporting them in their studies.

Additional information:

Ms. Emese Danks – Head of Communication
Erste Bank Hungary Nyrt.
1138 Budapest, Népfürdő u. 24-26.
Phone: (06 1) 268 4347 Mobile: (+36) 30 499 6358
Fax: (06 1) 373 2705
e-mail: emese.danks@erstebank.hu

Ms. Katalin Jánosi - Communication
Sláger Rádió Műsorszolgáltató Zrt.
1011 Budapest, Fő u. 14-18.
Mobile: (+36) 20 206 8749
email: janosi.katalin@slagerpartners.hu