

## PRESS RELEASE

Budapest, 11 November 2009

### Junior Prima Awards sponsored by Erste

**Budapest, 11 November 2009 – Co-founded by Erste Bank Hungary Nyrt., the awards Junior Prima in the category Hungarian Press have been given to ten young journalists under 30 this year as well. Presented for the second time and accompanied by professional recognition and financial support, the awards have been decided by a panel consisting of Ms. Judit Juhász, Sándor Friderikusz, and András Szegő.**

Founded by well-known financier Sándor Demján, Prima Primissima Awards have been granted since 2007 to young talents as well. Junior Prima Awards were first presented in three categories (science, sport, and education), but, upon the initiative by Prima Primissima Alapítvány (Prima Primissima Foundation), new categories—press, arts, theatre and motion picture, literature, architecture—were created last year by the Board of Trustees of the foundation. Erste Bank joined the initiative as co-founder of the award Magyar Sajtó [Hungarian Press].

After the award ceremony, Ms. Edit Papp, chairperson and CEO of Erste Bank Hungary, said Erste Bank was proud to be involved in supporting young and talented journalists, because the worldwide economic crisis has increased the responsibility of the Fourth Estate even more. Information represents real power in these harsh times, but one has to use this clout in a responsible way. In addition to professional recognition, the award may contribute to secure financial independence, a feature treasured by journalists as well.

Ten young journalists under the age of 30 have been awarded also this year in the category Magyar Sajtó, receiving a prize of 7,000 euros each. The list of awarded talents goes as follows: Ms. Borbála Eszter Cseke (Spektrum [Spectrum Television]), Péter Pál Csillag (*Nemzeti Sport* [National Sport]), Sándor Jászberényi (*Magyar Narancs* [Hungarian Orange]), Norbert Ádám Kiss (RTL Klub TV), Ms. Anikó Kovács (freelance), Ms. Olga Petrics (MTI [Hungarian News Agency]), Richard Schuster (TV2), András Stumpf (*Heti Válasz* [Response Weekly]), Ms. Csilla Szabó (Magyar Katolikus Rádió [Hungarian Catholic Radio]), and Ms. Anna Szilágyi (freelance).

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