

Press release

30 November 2009

Young&Rubicam wins advertising account of Erste Group Media account goes to Mediaedge:cia

Young&Rubicam will continue to be the marketing agency of Erste Group. This is the result of a tender that has now closed its second round.

A total of 19 national and international agencies took part in the tender for the creative account of one the largest financial service providers of Central and Eastern Europe.

Apart from the winner, the participants of the second round were Jung von Matt and the OmnicomGroup.

The decision on the media account was reached by unanimous vote and went to Mediaedge:cia. This agency won against Omnicom Media Group, IPG Mediabrands - PanMediaInitiative and MPG Media Planning Group.

Philip List, Head of Group Marketing at Erste Group Bank AG was *"impressed by the creative breadth of the agencies and by the professional handling unique in Austria to date with an exceptional briefing and selection process". We are pleased to implement an attractive, integrated marketing and communication concept with a first-rate motivated team and would like to express our thanks to all other agencies for their participation*", said List.

The selection was made by a team of 15 consisting of the management board members of Erste Group and Sparkassen as well as of external experts.

Press Department:

Michael Mauritz (Head of Corporate Communications)

Tel: +43 (0)50100 – 19603

E-Mail: michael.mauritz@erstegroup.com

Hana Cygonková (Head of External communications)

Tel: +43 (0)50100 - 11675

E-Mail: hana.cygonkova@erstegroup.com

Ionut Stanimir (Group Press Officer)

Tel: +43 (0)50100 - 11676

E-Mail: ionut.stanimir@erstegroup.com

Alina Costache (Group Press Officer)

Tel: +43 (0)50100 – 11681

E-Mail: alina.costache@erstegroup.com

Erste Group, 1010 Wien, Graben 21, Fax: +43 50100 – 19849