

## PRESS RELEASE

Budapest, 8 December 2009

### Advisors with a command of sign language in Erste branches

**Budapest, 8 December 2009 – Erste Bank Hungary has started teaching banking advisors sign language for the deaf-mute in collaboration with SINOSZ [National Association for the Deaf and Hearing Impaired]. In the first stage of the course, volunteering banking advisors in 11 branches will take the exam in sign language. It is a long-term objective for the bank to have branches in each county seat, where deaf-mute customers are assisted by advisors that understand sign language.**

Ms. Emese Danks, Head of Communication at Erste Bank, says in respect of the program that Erste Bank devotes close attention to provide a high standard of services to impaired customers, making it possible for deaf-mute customers to manage their banking matters as conveniently, as possible.

In collaboration with SINOSZ, the program to teach sign language to banking advisors that have the interest and perseverance started this autumn. Spanning 50 hours and focusing on financial matters mostly, the special course is coming to an end, the advisors participating in it will be taking their exams in the days to come. Also regarded a pilot phase, the course, led by sign language expert Ms. Margit Sáfrány, has had participants from six Budapest branches of the bank, and also from units in Gyál, Salgótarján, Székesfehérvár, Tatabánya and Baja.

The communication director adds that the training in sign language has already yielded positive experience. Accordingly, the bank is planning to extend the course to volunteering staff in bank branches located in county seats in order to offer Erste branches in all regions of the country, where banking services are provided for deaf-mute customers at high standard and without having to use the services of a sign language interpreter. Additionally, members of SINOSZ may open bank accounts with discount fees in Erste branches.

*Deaf-mute customers are expected by advisors that understand sign language in the following branches:*

**Budapest:**

Bajcsy-Zsilinszky út 74., Váci út 30., Kálvin tér, Bartók Béla út 43-47., Campona, Újpest-Váci út

**Rural towns:**

Baja, Gyál, Salgótarján, Székesfehérvár (Palota út 4.), Tatabánya

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