

PRESS RELEASE

Budapest, 4 October 2010

Tőzsdei HírBróker returns

Trade stock market news for career opportunities and valuable prizes!

Budapest, 4 October 2010 – Garnering a huge success earlier, the stock investment contest “Tanulj meg játszva tőzsdézni!” [“Learn to play the stock market playfully”] is now relaunched in a joint effort by Erste Befektetési Zrt. [Erste Investments Co. Ltd.] and the Budapest Stock Exchange. In the fall semester of the 2010/2011 academic year, enterprising higher-education students may put their risk-taking attitude to the test in the contest Tőzsdei HírBróker [Stock Market News Broker] to compete for valuable prizes, including three notebooks and a total of HUF 3 million trading capital.

Organised by Erste Befektetési Zrt. and the Budapest Stock Exchange jointly, the highly successful stock investment contest Tanulj meg játszva tőzsdézni! is relaunched in October after thousands of students from 125 faculties in 45 Hungarian higher-education institutions competed in the 2009/2010 academic year first in the Tőzsdei HírBróker contest, then in Erste NetBroker HozamLáz [Erste NetBroker Yield Rush]. With last year’s success in mind, Erste and the BSE are starting another contest this fall for venturesome students that want to have insight into the workings of the stock market and the often fabled world of securities and equities.

In the contest Tőzsdei Hírbróker, competitors may conduct virtual trading with the probability of various Hungarian and international news and events in macroeconomic developments as well as financial and equity markets, making their bids in token points. When the event they made a bid for comes true, they earn points, and lose when they guess incorrectly. The competitor with the highest point wins.

The contest will be held in two rounds and lasts from 11 October to 4 December 2010, but players may join at any time, because contenders that have collected lots of points may just lose them since the events they are bidding for are largely unpredictable. At the end of each round and the entire contest, the winners will be given valuable prizes.

Main prizes include two Lenovo Notebooks and a Netbook, as well as trainee positions at Erste Befektetési Zrt. and Budapesti Értéktőzsde Zrt. [Budapest Stock Exchange Co. Ltd.]. Also, a total of HUF 3 million trading equity will be disbursed*. The winners in each round will be given five times HUF 100,000 trading capital, language courses and exclusive selection of wines.

The winner of category “Best Team” will also get a prize: a white-water rafting tour in Austria, organised by Adventure. Also, the higher-education institution with the highest number and most successful competitors will claim the challenge trophy “Stock Market Sharks of the Year – Most Active Higher-Education Institute” from Budapesti Műszaki és Gazdaságtudományi Egyetem [Budapest University of Technology and Economics].

Further information:

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In the course of the contest, Erste Befektetési Zrt. will be organising in collaboration with its stock market education partner Investidea.hu as well as with the Budapest Stock Exchange a series of presentations with the title "Stock Market Investments in Practice" to be held at several higher-education institutions in Hungary where experts will be giving insight into the basics of trading and investing in equities markets. The opening event of the stock investment contest and the series of presentations will be held at 17:00 hours on 14 October 2010 in the Kostolany Hall in the Budapest Stock Exchange.

Further information and registration: <http://tozsdejatek.erstebroker.hu>

*The amounts, to be used until the date defined by the Terms and Conditions of the contest, will be credited to securities accounts linked to NetBroker Diákszámlla [NetBroker Student Account]. Upon the end of said period the amounts of "trading equity" shall be returned to Erste Befektetési Zrt., but any profits realised shall be due to the contestant and shall remain at their securities accounts. Further details are available in the Terms and Conditions of the contest.

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