

PRESS RELEASE

Budapest, 7 November 2008

Erste to help orphans

Christmas charity campaign launched by Erste Bank and Sláger Rádió

Budapest, 7 November 2008 – In collaboration with Sláger Rádió [Radio Hits] Erste Bank Hungary has launched a charity campaign to help orphaned children. The financial institution proffers SOS Children Villages HUF 100 after each purchase made by Erste-issued Sláger Hitelkártya [Sláger Credit Card], and the money thus collected will be spent on making the Christmas wishes of the little residents of the SOS villages come true.

Ms. Emese Danks, head of Communication Department at Erste Bank, said the campaign would last until 24 December 2008, and the bank hopes several millions of forints will be collected to make the Christmas wishes of orphans come true. According to the statistical data recorded by the financial institution, Sláger Hitelkártya is used an average two and half times each month with an average spending of HUF 7,000 per purchase, but this amount is expected to increase due to Christmas shopping. Preliminary calculations indicate the funds to be collected in the campaign will buy not just small gifts for the kids, but perhaps a large-screen TV for their community house, and CD players, as well.

Sláger Hitelkártya is a co-branded credit card introduced by Erste Bank Hungary Nyrt. in April 2008 in collaboration with Hungary's most listened-to radio station, Sláger Rádió. This MasterCard credit card ensures an all-purpose credit line and flexible repayment, and also guarantees a discount between 7 and 50 per cent for customers when making a purchase at collaborating partners (including Ticket Express, IBUSZ, Cinema City, TvNetwork, OpticNet, KIKOL, etc.).

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