

PRESS REVIEW

Budapest, 20 November 2008

Junior Prima award sponsored by Erste

Budapest, 20 November 2008. – This is the first time when the award Junior Prima, a recognition sponsored by Erste Bank, have been handed out in the category Magyar Sajtó [Hungarian Press]. The panel, comprised of noted journalists Ms. Judit Juhász, Ms. Katalin Rangos, and István Vágó, has honoured ten journalists under the age of 30 with professional and financial recognition.

Founded by Sándor Demján, one of the new features of the Prima Primiissima Awards last year was the introduction of recognition for talented youth. In 2007, the Junior Prima Awards were handed out in three categories (science, sport, and education), but this year additional categories—press, arts, theatrical and movie performance, literature, and architecture—have been included by the Board of Trustees of Prima Primiissima Alapítvány [Prima Primiissima Foundation].

Ms. Edit Papp, President and CEO of Erste Bank, said after the award ceremony that the bank had joined the category Press as co-founder because *'the responsibility of messengers have increased in these troubled times; the responsibility of journalists who distribute news day after day, providing background and insight for readers to help them find their way in a maze of information they are subjected to each and every day. In order to deliver credible, objective and professional information to consumers of news, journalists need not only a thorough knowledge of the profession and a deep commitment to their work, but also intellectual and financial independence'*.

This year, ten young journalists under the age of 30, including Ms. Dóra Gasztonyi (MTI [Hungarian News Agency]), Balázs Iványi (*Heti Válasz* [Weekly Reply]), Roland Kiss (*Világgazdaság* [World Economy]), Ms. Noémi Morvai (Duna TV), Dávid Szántó (MTV [Hungarian Public Broadcaster]), Bálint Szlankó (Origo), András Takács (*Népszabadság* [People's Freedom]), Ms. Alinda Veiszer (MTV [Hungarian Public Broadcaster]), Ms. Judit Windisch (Kossuth Rádió [Radio Kossuth]), and Ms. Eszter Zalán (*Népszabadság* [People's Freedom]), have been awarded by the panel in the category Press and given a prize of EUR 7,000 each.

Additional information:

Ms. Adrienn Illés – Communication Specialist
Erste Bank Hungary Nyrt.

1138 Budapest, Népfürdő u. 24-26.
Phone: (06 1) 268 4371 Mobile: (+36) 20 468 8709
Fax: (06 1) 373 2705
E-mail: adrienn.illes@erstebank.hu

Ms. Emese Danks – Communication Director
Erste Bank Hungary Nyrt.

1138 Budapest, Népfürdő u. 24-26.
Phone: (06 1) 268 4347 Mobile: (+36) 30 499 6358
Fax: (06 1) 373 2705
E-mail: emese.danks@erstebank.hu