

PRESS RELEASE

Budapest, 12 January 2009

One million forints collected for kids by Erste and Sláger Rádió

The money collected will be spent on buying musical instruments and learning toys

Budapest, 12 January 2009 – The charity campaign launched as a cooperative effort between Erste Bank and Sláger Rádió [Radio Hits] has ended successfully, collecting more than HUF 1 million (EUR 4000) for the residents of SOS Children’s Villages.

A total of HUF 1,064,400 has been collected by the joint charity campaign of Erste Bank Hungary and Sláger Rádió to help the orphans of SOS Children’s Villages. The financial institution offered 100 forints after each purchase made by co-branded Sláger Hitelkártya [Hit Credit Card], issued by Erste Bank. The money collected in the charity campaign was spent on fulfilling the Christmas wishes of the little residents in the SOS Children’s Villages, giving them musical instruments, electronics, and learning toys.

Ms. Emese Danks, head of Erste Bank’s communication department, has said that the statistical data collated by the financial institution indicate that customers used their Sláger Hitelkártya cards two and half times per month on average, and the total per purchase also increased owing to Christmas shopping.

“Sláger Rádió, as one of the most influential mediums in Hungary, feels obliged to promote charity campaigns and also to make donations. We have operated our own charity foundation Sláger Angyal [Hit Angel] for years, and we’ve helped numerous foundations whenever we could. Children are of utmost priority in our charity strategy, because they represent our future and most often they are the most needy. They deserve all the help they can get. I’m very glad to say that our strategic partner Erste Bank has the same priorities” - said Ms. Edina Heal, CEO of Sláger Rádió.

Sláger Hitelkártya was introduced to the market in April 2008 by Erste Bank Hungary in collaboration with Sláger Rádió, Hungary’s most listened-to radio station. Bearing the MasterCard logo, this co-branded credit card ensures a credit line for all purposes and a flexible repayment plan. In addition, cardholders are given discounts between 7 and 50 per cent off their purchases with participating partners including Ticket Express, IBUSZ, Cinema City, TvNetwork, OpticNet, KIKOL etc.

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