

## PRESS RELEASE

Budapest, 25 November 2010

### Erste Bank also joins “Kerülj közelebb!” initiative

**Budapest, 25 November 2010 – Erste Bank has joined the program "Kerülj közelebb!" [Get Closer], an initiative aimed at promoting integration of people living with disabilities. The bank contributes HUF 5 million to the campaign launched by Médiaunió Alapítvány [Media Union Foundation] and offers its own interfaces in order to promote the messages of the campaign in as many spots as possible.**

Ms. Emese Danks, director of communication at Erste Bank Hungary Nyrt., says the bank is happy to join Médiaunió Alapítvány's initiative for unity of unprecedented size and chose to support the 2010 campaign because the bank always strives to keep the interests of people living with disabilities in the forefront of attention. For example, priority has been given to make the bank's branches free of obstacles and to employ staff with modified workability. The financial institution is involved in the initiative in order to offer its own tools to let people living with disabilities lead a more active life, a life as full as possible.

As a result of being sponsored by the bank, the campaign “Kerülj közelebb!” could stay on air in the Hungarian media until the end of January 2011 and is given the chance of being visible in public areas as well. The support provided by the bank will be spent by the foundation entirely on implementing the campaign and financing the production costs of outdoor advertisements.

Ms. Emese Danks added that the project to render Erste Bank branches obstacle-free is a commitment that has been under way for five years. As a result, more than half the branches have been adjusted to make it possible for people in wheelchairs to manage their banking matters comfortably. The bank plans to remodel additional branches in the years ahead and newly opened units will be constructed in a way to be easily accessible for customers in wheelchairs.

It is also for the sake of making banking more comfortable for people with disabilities that training of branch advisors in sign language has started with the involvement of Siketek és Nagyothallók Országos Szövetsége [National Association for the Hard of Hearing] as a result of which volunteering banking advisors from 11 branches have taken the exam in sign language. It is a long-term objective of the financial institution to have branches in every county seat in Hungary where hard-of-hearing customers are served by advisors who are proficient in sign language.

#### Further 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](mailto:adrienn.illes@erstebank.hu)

**Ms. Emese Danks** –Director of Communication  
**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](mailto:emese.danks@erstebank.hu)

## PRESS RELEASE

Budapest, 25 November 2010

More than 200 members of Médiaunió Alapítvány and other sponsoring media continue to offer their surfaces in the campaign as a *pro bono* commitment. The foundation will only have spend the funds donated on the costs of production and operation related to the campaign.

### **Getting close to people with disabilities since September**

More than half a million people live with disabilities in Hungary, but their majority hardly ever meet non-disabled persons, because they run into obstacles the minute they leave their homes. Hence, few people with disabilities venture to seek jobs and live a full life.

With the *Kerülj közelebb!* campaign, Médiaunió Alapítvány aims to make people living with disabilities more visible and make non-disabled people aware that it is worth regarding people with disabilities as potential co-workers and partners and help them live as active members of the society.

#### Further 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](mailto:adrienn.illes@erstebank.hu)

**Ms. Emese Danks** –Director of Communication  
**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](mailto:emese.danks@erstebank.hu)