

PRESS RELEASE

Budapest, 11 June 2009

Erste awarded Superbrand this year

Budapest, 11 June 2009 – Erste Bank Hungary has been awarded Superbrand, a recognition of consumer brands, for the first time in its history. The panel, comprising 14 marketing and communications experts, selected the Hungarian Superbrands of 2009 out of more than 3,000 candidates.

Ms. Edit Papp, President and CEO of the financial institution, said that having been awarded the Superbrand is a very important milestone for Erste Bank Hungary, because this is an indication, along with the award Most Likeable Bank of the Year 2008 won last year, that the bank's business strategy focusing on swiftness, accuracy, and customer-orientation and launched in the autumn of 2008 has generated noticeable achievements which have been recognised by both the profession and customers.

Initially confined to Great Britain, the Superbrands program is now operated with identical rules in 82 countries across the world. An independent and voluntary panel is set up by the Brand Council in each country that participates in the Superbrands program, whose main task is to ensure that only the worthy brands shall be promoted to the Superbrands status.

The basis for selecting Hungarian superbrands is the PIPACS database [Hungarian Industrial Property Database] of Magyar Szabadalmi Hivatal [Hungarian Patents Office], which registers nearly 95,000 national property protection titles. The panel, comprising leading representatives of the marketing, media, and scientific community, used the updated and abridged version of this aggregate collection to reach their decisions regarding the Hungarian Superbrands of 2009.

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