

## PRESS RELEASE

Budapest, 24 May 2011

### “Erste for the Best”

Joint scholarship program of Erste and the Academy of Music launched

**24 May 2011 – In cooperation with Liszt Ferenc Zeneművészeti Egyetem [The Liszt Ferenc Academy of Music], Erste Bank Hungary Zrt. has designed an imaginative scholarship program to foster talent. As part of the program, the most gifted students of the university can now secure a monthly grant and acquire know-how essential to building their musical career.**

In respect of the program, Dr. András Batta, President of the Liszt Ferenc Academy of Music, says the scholarship, devised by the bank, the university, and a closely-related group of aficionados called Zeneakadémia Baráti Köre [Society of Friends of the Academy of Music], provides laudable students of outstanding talent with support in building their artistic career. Successful applicants will have a chance to develop their self-knowledge and communication skills as well as expand their knowledge in behaviour culture and languages, and obtain understanding of the structure and operation of Hungarian and international institutions of music.

The bank provides outstanding talents with individual grants to contribute to their international stage performances or their housing costs. Within the program, students of the Academy of Music can apply for regular monthly grants, housing allowance, or other support.

Erste Bank Head of Communication, Ms. Emese Danks adds that it is the objective of the bank to contribute actively to the education of Hungarian musical talents via the scholarship program developed in cooperation with the Academy of Music, to support them in their career quest, allowing them to enhance Hungary’s reputation in music or delivering performances for Hungarian audience to remember, perhaps in Művészetek Palotája [Palace of Arts], a centre for classical music sponsored by Erste Bank for years as strategic partner.

As the second-largest retail bank in Hungary, Erste Bank considers it a top priority matter and part of its strategy to be involved actively in issues of public interest in addition to reaching customers by providing high-quality and diverse financial products and services. Among financial service providers in Hungary, Erste Bank is the biggest sponsor of Hungarian culture. As part of that commitment, the bank sponsors projects and initiatives in art and music primarily.

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