

PRESS RELEASE

Budapest, 17 October 2008

Erste voted No. 1 by customers

Budapest, 17 October 2008. – Erste Bank Hungary Nyrt. has been voted as “The Most Engaging Bank in 2008”. This is the only one out of the nine categories in the Bank of the Year contest, a nationwide banking challenge sponsored by MasterCard, to be traditionally decided by the opinion of the greater public.

Ms. Edit Papp, chairperson and CEO of Erste Bank Hungary said after the award-giving ceremony: “We are extremely proud that we have been selected Number One by customers as much as we are committed to make customers our top priority. This award is all the more valuable to us, because we have been awarded in a category that reflects the opinion of the greater public”. As she said, all those three thousand employees of the banking group regard this award a recognition of their hard work they have in recent years been putting in with the aim of making financial products more usable and comprehensible for the bank’s customers.

The award MasterCard – Bank of the Year was founded in 2002 in the Czech Republic. Program organiser Finecentrum held the competition in 2006 for the first time in Hungary with the aim of recognising and awarding the best banks and financial institutions in the Hungarian market, finding huge success with the public and business scopes alike. The quality and advanced status of services provided for the public are the most important factor in the ranking. This year, Mr. Gordon Bajnai, Minister of National Development and Economy, acted as senior patron for the traditional contest of the Hungarian financial scope.

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

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