

PRESS RELEASE

Banca Intesa Visa Paralympic Donor cards Strong support to development of Paralympic Committee of Serbia

Belgrade (5 August 2008) – Paralympic Committee of Serbia Foundation, Banca Intesa and Visa presented paralympic Donor Cards designed with the aim to contribute to the development of paralympic sports in Serbia and to improve the position of our top sportsmen with disabilities. These cards may be used by all adult citizens with regular monthly income who submit their application at Banca Intesa counters. Banca Intesa will pay into the account of Paralympic Committee of Serbia 30% of the amount realized through monthly membership fees and 0.45% of each transaction effected by Visa Paralympic credit card in the country and abroad. Money collected in this way will be used by the Foundation to finance our top sportsmen with disabilities.

"I believe that by initiating the first donor card in Serbia, we have created a stable, independent and financially strong mechanism to improve in the long run the position of sportsmen with disabilities and encourage the development of paralympic sports in the country. Banca Intesa Visa Paralympic cards are the true example of our business policy in the society area: the implementation of innovative solutions through partnership with institutions nurturing the same values as we do, as well as with the thousands of citizens who are financially able and feel the need to improve the status of disadvantaged categories of citizens through their choice and behavior in the consumption area", said Mr Dejan Tešić, the EB member of Banca Intesa who is in charge of the retail and small business operations."Following the values and principles of its Parent Group Intesa Sanpaolo, Banca Intesa is always prepared to put its resources into the service of general, social development, whether it is to support the disadvantaged categories or to contribute to the development of sports, arts, science or education."

Resources may also be donated to the Paralympic Committee of Serbia Foundation through a one time payment in any of the 220 branches of Banca Intesa throughout the country. Also, when activating Visa Classic or Electron Paralympic card, it is possible to define the amount of monthly donation to the Foundation realized by the Bank through a standing order.

Banca Intesa and Paralympic Committee of Serbia Foundation have also provided additional conveniences in terms of special discounts at a number of points of sale that joined this initiative. From total value of the approved discounts, 30% is directly donated to the Foundation, whereas 70% of the amount is returned to the account of the Visa Classic or Visa Electron Paralympic card holder.

“Visa is especially proud of its partnership with the Paralympic Games, being their global sponsor. This partnership enables the International Paralympic Committee to raise the people ‘s awareness of the Paralympic Movement, whereas it allows the paralympic sportsmen the opportunity to realize exceptional sport results that inspire and excite the world”, said Jean Mark Tonti, Director of Business Development Sector for Southeast Europe, Visa CEMEA. “Since 1986 Visa has been a partner of the Olympic games and all over the world it supports a large group of Olympic “hopes” – sportsmen with potential to join their national teams at the Olympic or Paralympic games through direct financial contributions as well as the advice and support of Team Visa mentors. Among Serbian sportsmen in Team Visa for the Olympic Games in Peking is the brilliant Borislava Perić, paralympic in table tennis to whom we wish excellent results”, said Mr Jean Mark Tonti.

Visa Classic Paralympic Card

Banca Intesa Paralympic credit card enables cash withdrawal in country and abroad and flexible payment methods: revolving loan with only 5 % minimal monthly settling, payment in installments without interest at over 1 200 points of sale throughout Serbia and interest-free deferred payment from 40 – 100 days, depending on the point of sale and transaction date. As additional convenience, Banca Intesa will present all holders of Visa Classic Paralympic credit card the Europe Assistance travel insurance card accepted by the European Embassies as a proof on health insurance which enables faster, easier and cheaper visa acquiring.

The credit limit on Visa Classic Paralympic credit card ranges between EUR 250 and 2,500. Monthly membership fee for the standard card amounts 160 dinars and for the additional card another 70 dinars. All citizens, regardless whether they are clients of Banca Intesa or not, may become holders of Banca Intesa Visa Classic Paralympic credit card. The procedure is quick and simple and it does not demand deposit or guarantors, and the application form may be submitted in any of the 220 branches of the Bank.

Visa Electron Paralympic is a debit card attached to the FX account. It may be used to withdraw cash and pay for goods and services in country and abroad. For the issuance of this card you only need ID card to open the FX account. For Visa Electron Paralympic card there is no monthly membership fee.

Banca Intesa is offering more favorable interest rates for these cards amounting 1.5% for RSD i.e. 1% for EUR consumption (EIR 19.86% for RSD i.e. 12.87% for EUR)

It is possible to get the insight into turnover and balance of available funds on Visa Classic and Electron Paralympic donor cards through Banca Intesa On-

line service, 24 hours a day as well as through sending SMS to number 1500 or by dialing the phone number 011/ 310 88 88.