

PRESS RELEASE

E – commerce service of Banca Intesa

Belgrade, 6 March 2008 – Banca Intesa is the only bank on the domestic market that enabled domestic merchants to sell their products and services via Internet by introducing its e – commerce service.

E – commerce service of Banca Intesa enables legal entities to sell their goods/ services via Internet through accepting Visa, MasterCard and Maestro cards, regardless which domestic or foreign bank issued them. Implementation of American Express cards is in progress, and soon the on–line shops will be able to accept domestic Dina cards as well.

Use of this service provides the merchants a number of advantages considering that the costs of forming and maintaining the Internet point of sale are lower in relation to the standard point of sale, as there is no store as a physical object, supply optimization, workforce or transportation expenses. Also, Internet point of sale is not limited by working hours, and products and services sold in on–line environment are available to the buyers all over the world.

E – commerce service of Banca Intesa supports the most up–to–date and highest standards in the field of safe Internet shopping - 3D Secure technology (Verified by Visa, MasterCard Secure Code) which protects all participants in on–line transactions.