

PRESS RELEASE

GIFT CARD

Belgrade (10 December 2008) – Delta city and Banca Intesa in association with MasterCard launched the sale of Gift card, prepaid gift cards that enable their holders comfortable purchase with a number of discounts and conveniences at numerous points of sale in the shopping mall. In the upcoming holiday season, Gift card is an ideal solution for all those who want to pleasantly surprise their friends, family or employees, especially if in doubt what to buy as a present.

Prepaid gift cards are unique for having installed the state-of-the art contactless Maestro® PayPass™ technology providing fast, safe and secure payments in a very simple way.

The card is available to all adults at Delta City info desks as well as in 40 branches of Banca Intesa throughout Serbia. The minimal amount to be placed when purchasing this card is RSD 2,000 , but any amounts can be placed on these cards at 230 branches of Banca Intesa. When placing the amounts on these cards, card holders may register and apply to receive SMS information on funds available on the card. Gift card is not personalized, meaning there is no user name on it, but it has its own number and therefore is "transferable" from one user to another.

As of 10 December there are discounts provided for Gift Card holders in more than 50 shops in Delta City.

Mr Miloš Nedeljković, Director of Direct Channels Sector in Banca Intesa: "Banca Intesa issued the first MasterCard card in Serbia, and we, as leaders are obliged to be innovative and to implement the most up-to-date technologies. In line with the aforementioned, our Bank is this time as well, the first in the region to issue cards with PayPass technology. This latest technology of contactless cards is ideal for payment of smaller amounts where the speed of transaction matters, still ensuring safe and secure payments. Partnership with Delta City and issuing the common gift card is a great way to promote this technology and the start of its massive use."

Mr Manuel Alex, Vice President for high-growth European markets in MasterCard Company: "On global level, MasterCard PayPass proved as very popular, both with merchants and users. I am very pleased that we managed, in cooperation with our great partners Banca Intesa and Delta City shopping mall, to place Serbia on the map as well. I am fully convinced that the card holders and

consumers will soon realize the value of PayPass technology contactless system of payment which in many things presents the future."

Ms Slađana Lazić, Marketing Director in Delta Real Estate: "We are sure that Gift card will be widely accepted by our consumers who inspired us to prepare this exceptional "gift". In this way we will make every shopping in Delta City more pleasant and easier by providing special discounts and gifts. With this card there is no more doubt on what to buy to your loved ones, friends and business partners. It is our great pleasure to see that the first project of this kind in our country in association with our extraordinary partners Banca Intesa and MasterCard, was realized in the first opened shopping mall in our country. As you know, only in the course of the first working year, Delta City was visited by more than 12 million people. With this offer and other pleasant surprises being prepared for the next period, we expect constant growth of the number of consumers. "