

PRESS RELEASE

Banca Intesa organizes "Revive plastic" competition to collect graphic solutions for Mastercard portfolio

Chance for young designers

Belgrade (Jan 28) - Banca Intesa is organizing the competition named "Revive plastic" to collect graphic solutions for 5 payment cards from its MasterCard portfolio: Maestro, MasterCard Hit, MasterCard Standard, MasterCard Business and MasterCard Gold. The competition shall be open from January 29 till March 19, 2010 and it was designed to offer the chance to young designers from the age of 18 to 30 to express their creativity and hence win appropriate awards.

Works will be considered and marked by the professional jury composed of: Igor Oršolić, president of the jury and art director at TV B92, Manuel Alexe, Vice President of MasterCard Company for high grow markets, Dejan Tešić, Executive Board member and head of Retail Division in Banca Intesa and Maja Kolar, head of Marketing and Communications Department in Banca Intesa. In their attempt to choose the best and high-quality solution, the jury will be led by appropriateness, innovativeness and observance of the given graphic standards.

The jury will choose 5 best solutions which will be placed on www.oziviplastiku.rs web site for general public, and from March 29 till April 09, 2010, they will have a chance to vote online for the winner. On the above stated site all the interested participants can find additional information about the competition, such as technical parameters and obligatory graphic elements as well as application form for participation.

The award for the winner of the competition will be fully paid travel expenses for DMY Berlin design festival and reward of EUR 2.000 on the Banca Intesa payment card, the second winner will have fully paid travel expenses for DMY Berlin design festival and EUR 500 on Banca Intesa payment card, while the award for the third winner will be „trust“ graphic board and EUR 500 on Banca Intesa payment card.

Banca Intesa is the regional leader in payment card operations and the first Bank to include in its offer three most popular card brands. By end-2009, the Bank issued nearly 1.024.000 payment cards, and MasterCard is most present in the portfolio structure with almost 80 percent of share. It means that starting from June 10, 2010, selected graphic designs will be found at more than 800.000 payment cards in Serbia, as it is estimated.