

PRESS RELEASE

What inspires you today?

**INTESA SANPAOLO GROUP REVEALS THE SERBIAN WINNER
OF THE “LIVE INSPIRE” INTERNATIONAL CONTEST**

All winners are displayed on www.liveinspire.com

Belgrade, September 27, 2012 - The moment has arrived. The eleven winners of the “Live Inspire” Contest, an initiative by Intesa Sanpaolo Group together with its local subsidiary Banca Intesa (www.bancaintesa.rs) to support the launch of the new debit card INSPIRE, have been revealed: their inspiring pictures, in fact, are now displayed in a dedicated gallery on the official website www.liveinspire.com. Great response came from



Serbian users, who expressed themselves by uploading thousands of pictures, contributing to enrich the wide set of creations. Among all the enlivened minds, Milan Lisica has been chosen as the most inspiring one, thanks to the photo titled “Nature at its best” (see picture above).

For each of the countries involved, in the past few weeks a qualified jury has selected one winning picture among the 5 most voted ones per country. The eleven winners will then enjoy the “Inspired Tour 2012”, an exclusive six-day journey for two people to Northern Italy, home of Intesa Sanpaolo Group: a unique occasion to discover one of most beautiful countries of the world and experience first-hand the hospitality of local people. In addition, winners will become ambassadors of the “Live Inspire” message by uploading on the wall of the Live Inspire Facebook fan page (www.facebook.com/live.inspire) the most exciting and striking photos from Italy, involving everyone in their tour across the breath-taking beauties of this country.

Launched at the beginning of May, the Contest ended on July 31 and aimed to involve online users in an inedited challenge: creating the longest banner ever in line with the “*What inspires you today? Go beyond your borders.*” claim, which promotes Inspiration as the heartbeat of our everyday life with no care of any sort of barriers.

After 90 days of endless inspiration running through eleven different countries (besides Serbia also Bosnia and Herzegovina, Croatia, Hungary, Romania, Russia, Albania, Slovakia, Slovenia, Ukraine and Egypt), the user-generated banner has totally reached **63,008 cm**. On the whole, nearly **7,000 pictures** have been uploaded on the “Live Inspire” platform.



Great appreciation also for the **mobile version** of the Live Inspire platform: by downloading for free the “Live Inspire” app available both for Apple and Android devices, more than 1.800 users



participated to the Contest directly from their smartphones, catching the moment of their inspiration and fixing it on the “Live Inspire” banner.

Also the **“Live Inspire” Facebook fan page** registered an incredibly amazing performance. Built by Intesa Sanpaolo Group from the ground up as the international community for all inspirations enthusiasts, in less than six months the page attracted more than 106,000 fans, creating a unique virtual place where people from all over the world can get in touch and share their most inspiring suggestions and experiences.

Proud and delighted by the success of the Contest, Intesa Sanpaolo Group is happy to let everybody know that the “Live Inspire” project is not over yet: many inspiring news to come soon on both www.liveinspire.com and www.facebook.com/live.inspire.

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