

PRESS RELEASE

Prize Game for Banca Intesa MasterCard and Maestro Payment Cards Users

Fiat 500L to the Lucky Winner

Belgrade, 21st December 2012 – On the occasion of New Year's and Christmas holidays, the users of Banca Intesa MasterCard and Maestro payment cards for individuals will have the chance to win valuable prizes in the campaign "Use cards, win prizes".

All users of the aforementioned cards who from 21st December 2012 to 19th January 2013 make payments by these products on points of sale in the country have the right to participate. The prize fund includes ten SAMSUNG Smart television sets from Series 7, twenty SAMSUNG Galaxy S3 smart phones, twenty SAMSUNG tablet computers - Tab2 10.1, and the automobile Fiat 500L awaits the lucky winner.

"Cooperation between Banca Intesa and MasterCard is extremely long and rich, and the fact that the products of this card organization have an almost 70 per cent share in the total number of payment cards the Bank has issued to the corporate and individual segment so far speaks in favour of this. The campaign "Use cards, win prizes" will enable the users of more than 860,000 payment cards to participate in the draw for one of over fifty valuable prizes, and at the same time it continues the Bank's initiative to continuously reward its clients and encourage them to spend by using cards instead of cash, which Banca Intesa realized with extremely good results of campaigns in April, May and June this year", stated Miloš Nedeljković, head of the Payment Card and Direct Channels Department of Banca Intesa.

With more than 1.25 million payment cards issued in Serbia and a portfolio that includes the products of the three most relevant card brands in the world, Banca Intesa represents the most successful bank on the market in this area of operation.

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