

**PRESS RELEASE**

*Intesa Sanpaolo, Banca Intesa parent group will support the Italian team on summer Olympic games and another two prestigious contests in 2013 and 2014.*

**Intesa Sanpaolo General Sponsor of Italy Olympic Team**

**Milan, 27<sup>th</sup> July** - Intesa Sanpaolo, banking group within which Banca Intesa operates, is the general sponsor of the Italian National Olympic Committee (Comitato Olimpico Nazionale Italiano- CONI), the Italian Olympic team and the House of Italy in London in the period from 2012 to 2014. Apart from the London Olympic Games, Intesa Sanpaolo shall support the Italian team on the Mediterranean games which will take place in Turkey in 2013, as well as on the Winter Olympic Games in Russia in 2014. This sponsorship represents a continuation of the cooperation of Intesa Sanpaolo and the National Olympic Committee at the Olympic Games in Beijing in 2008, Mediterranean Games in Italy in 2009 and Winter Olympic Games in Canada in 2010.

By providing support to the National Olympic Committee Intesa Sanpaolo confirms its commitment to the world of sports and the values it represents. The decision to sponsor the most important sports events demonstrates the determination of the bank to support and promote the Italian system both on the national and on the international level.

„Partnership with the national Olympic Committee of Italy“, says Enrico Tommaso Cucchiani, CEO of the Intesa Sanpaolo Group, „reflects the support of the Group to the universal values that sport represents, such as healthy competition, fair play, dynamism, dedication and commitment to surpassing one’s own limits. All the aforementioned principles that are valid for sports may also be applied to the core values of good business culture.”

As an expression of support to sports, Intesa Sanpaolo will have separate space in the House of Italy in London, where it will involve the public in competitions, games and sports

activities in order to provide support to the Italian team but also in order to promote Italian excellence, the value with which it identifies. Also, Intesa Sanpaolo is the sponsor of the project of the National Olympic Committee of Italy under the title Social House of Italy, which will report on the events from the House of Italy in a spontaneous and direct way via social networks.

***Intesa Sanpaolo Group***

*With more than 400 years of history, Intesa Sanpaolo Group is one of the major international banking groups and one of the leaders in Europe, offering its service to almost 20 million clients. The Group's international operation has a special focus on the Central Eastern Europe and Middle East and North African areas with more than 1,600 branches belonging to its subsidiaries operating in 12 countries. Intesa Sanpaolo Group is a solid and reliable partner, with clear determination: to guarantee security for its clients and find the best financial solutions to realize their projects.*

[www.group.intesasanpaolo.com](http://www.group.intesasanpaolo.com)