

**PRESS RELEASE**

**INTESA SANPAOLO: “LIVE INSPIRE” THE GLOBAL FACEBOOK FAN PAGE WHICH FOSTERS THE GROUP DEBIT CARD ACTIVE IN 12 COUNTRIES, GETS OVER 600.000 “LIKES”**

- **“That’s eat”, the international contest on live inspire fan page, brings the lucky ones to Expo 2015**
- **Up for grabs 20 trips to Italy and visits to the event held in Milan from May to October**

*Turin, Milan, February 2<sup>nd</sup> 2015* - Intesa Sanpaolo keeps on fostering the successful launch of INSPIRE, the Group debit card featuring free withdrawals in twelve countries and in more than 9,000 ATMs of the Group banks.

The communication campaign of the card, active in all the commercial banks of Intesa Sanpaolo’s international network, runs an innovative project - called **Live Inspire** - aiming at strengthening its positioning as an international top player.

Besides the traditional adv media, the communication team has promoted and revamped the **Facebook fan page** of **Live Inspire** ([www.facebook.com/live.inspire](http://www.facebook.com/live.inspire)), which becomes “global” and celebrates the milestone of **600.000 likes**, reached at the beginning of 2015.

The new phase of the fan page is now engaging the fans in an inspirational path leading directly to **Expo Milano 2015**, Intesa Sanpaolo Group is global banking partner of. The fans live a truly localized experience in a stimulating conversation about up-to-date appealing topics focused on the **Expo 2015 themes**: a roundup of posts ranging from the Expo past heritage to the event current focus on **sustainable growth, biodiversity, food excellences and much more**.

The editorial plan of the fan page is also enriched by exclusive contents written by the **Slow Food Editore**. Some traditional and seasonal Italian recipes and specific Slow Food Presidia from 10 countries where Intesa Sanpaolo operates, different stories linked by one guiding thread: the desire of local communities to focus on their own resources, starting with typical foods, in order to build a sustainable future.

A series of specialized local food **bloggers** have been invited to be part of the project and they are amplifying our conversation through their blogs as well.

Last but not least, the Live Inspire fans are invited to participate to “**That’s Eat!**”, an **international contest** where the lucky ones can win a trip for 2 people to visit Milan and join an inspiring tour in Expo, just by voting the recipe that better represents the culinary tradition of their land. The contest presents 45 typical dishes of our network accompanied by interesting economic data and curious details related to the ingredients.

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#### **About Intesa Sanpaolo**

*Intesa Sanpaolo is among the top banking groups in the euro zone, with a market capitalization of 40.3 billion euro (as at 30 Dec 2014).*

*The Group offers its services to 11.1 million customers through a network of over 4,500 branches well distributed throughout the country with market shares no lower than 13% in most Italian regions. It is the leader in Italy in all business areas (retail, corporate, and wealth management).*

*Intesa Sanpaolo has a selected presence in Central Eastern Europe and Middle Eastern and North African areas with approximately 1,400 branches and 8.4 million customers belonging to the Group's subsidiaries operating in retail and commercial banking in 12 countries.*

*For further info:*

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