

### ***What inspires you today?***

## **INTESA SANPAOLO GROUP LAUNCHES A NEW VIRAL CONTEST AND INVITES SERBIAN USERS TO JOIN THE 'INSPIRING CHAIN'**

Up for grabs seven iPad 3!

[www.liveinspire.com](http://www.liveinspire.com)

*Belgrade, 5<sup>th</sup> November 2012* - After the great success of the "Live Inspire" Contest, an initiative by Intesa Sanpaolo Group together with its local subsidiary Banca Intesa ([www.bancaintesa.rs](http://www.bancaintesa.rs)), a new inspiring contest is now live on [www.liveinspire.com](http://www.liveinspire.com)!

Starting from today, in fact, by creating their own Avatar on the platform and inviting as many friends as possible, users can gain points to win a brand new iPad 3 with a personalized sticker reproducing the Avatar they created.

This is how Intesa Sanpaolo Group wants to keep on supporting the successful launch of the new debit card INSPIRE, featuring free withdrawals in twelve countries and in more than 9,000 ATMs of the subsidiary banks of the Group.

The contest runs in **eleven different countries**, making the project a real international inspiring initiative: besides Serbia, also Bosnia and Herzegovina, Croatia, Hungary, Romania, Russia, Albania, Slovakia, Slovenia, Ukraine and Egypt, where Intesa Sanpaolo Group operates through its local subsidiaries.

The "Inspiring Chain" contest will last until next February 8<sup>th</sup>, giving participants seven different chances to get the coveted prize. The initiative, in fact, will reset every 15 days allowing Intesa Sanpaolo Group to assign on the whole seven iPad 3. Here follow the calendar of the prize assignments:

- November 16<sup>th</sup>, 2012
- November 30<sup>th</sup>, 2012
- December 14<sup>th</sup>, 2012
- December 28<sup>th</sup>, 2012
- January 11<sup>th</sup>, 2013
- January 25<sup>th</sup>, 2013
- February 8<sup>th</sup>, 2013

To join the "Inspiring Chain" contest, users need to register on [www.liveinspire.com](http://www.liveinspire.com) or, if they had taken part in the previous "Live Inspire" contest, enter the site through their already existing personal account. Once logged in, they can create their own Avatar by uploading a personal portrait and then customize it by choosing among a number of features, such as hair, t-shirt, trousers or skirt, shoes and accessories.

The more points each user can get, the more chances he has to win one of the iPad 3: to get points, users will have to make the Avatars' chain grow as much as possible, by



inviting friends and third parties to join the Contest. Per each invitation accepted, each user will get ten points.

During the contest there will be many occasions to increase the personal amount of points.

Through the “Live Inspire” Facebook fan page ([www.facebook.com/live.inspire](http://www.facebook.com/live.inspire)), in fact, already accounting for more than 106.384 fans, users can be always updated about how to get extra points and, of course, who will be the winners of the seven brand new iPad 3.

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