



MEDIA RELEASE



made happy children from “Palčić” Kindergarten in Niš

Another children’s playground reconstructed owing to “Big Heart” affinity card

Niš, September 29, 2010 – The playground of the “Palčić” Kindergarten in Niš, reconstructed with funds collected through the “Big heart” affinity card of Eurobank EFG and the Fund “Ana and Vlade Divac”, has been ceremonially opened today. The new playground of the Niš-based “Palčić” Kindergarten is equipped with devices for children’s playing, safe for children with disabilities as well.

In the attendance of happy children from the kindergarten, who have sung the hymn of the project, “Big Heart for Little People” to guests, and their parents, the reconstructed playground has been opened by Miloš Simonović, Niš Mayor, Nataša Krstić, Head of Corporate Communications in Eurobank EFG, and Snežana Divac, Chairman and founder of the Fund “Ana and Vlade Divac”.

“The Big Heart is one of the projects of our Bank we are particularly proud of, because it brings joy to children in Serbia, as well as to their parents, since their children grow up in a refurbished and safe playground area. The affinity credit card with which we, together with our friends from the Fund “Ana and Vlade Divac”, reconstruct children’s playgrounds, is the most effective way of directly applying our banking expertise and resources in order to do something beneficial for the society and the future of our children,” says Nataša Krstić, Head of Corporate Communications in Eurobank EFG.

Snežana Divac, Chairman of the Fund “Ana and Vlade Divac” has expressed gratitude towards all users of the “Big Heart” credit card for enabling the reconstruction of another children’s playground, and added the following: *“Children from the “Palčić” Kindergarten in Niš can now feel happy whenever they go to the kindergarten, and I hope that the new playground will bring them many carefree and joyous moments. The “Big Heart” has provided children from the “Palčić” Kindergarten with healthy development through sports and play.”*

Eurobank EFG and the “Ana and Vlade Divac” Fund launched the “Big Heart” affinity credit card in February this year, under the auspices of the Ministry of Education of the Government of the Republic of Serbia, in the aim of raising funds for the reconstruction of children’s playgrounds in state kindergartens across Serbia. The Bank’s clients support a happier childhood of children by using the credit card, with no additional costs, and Eurobank EFG allocates 1% of each transaction value and 50% of costs for monthly account maintenance for this purpose.

The playground of the “Palčić” Kindergarten is the second reconstructed one, following the opening of the playground of the Belgrade-based “Sunčica” Kindergarten in June this year.

Eurobank EFG Group is a European banking organization with total assets of €86.9bn (1H10). The Group employs more than 23,000 people and offers its products and services both through its network of over 1,600 branches and points of sale, and through alternative distribution channels.

Eurobank EFG Group has an established presence in Greece, Bulgaria, Serbia, Romania, Turkey, Poland, Ukraine, United Kingdom, Luxembourg, and Cyprus. It is a member of the EFG Group, an international banking group with presence across 40 countries.

More information about Eurobank EFG can be found at www.eurobankefg.rs.

The Ana and Vlade Divac Foundation (HOD) was established with the mission to provide financial, material and other resources necessary to fulfill physical, mental, social and other needs of refugees, internally displaced persons and uncared-for persons, regardless of nationality, race, religion, politics or any other background or orientation. More information about HOD can be found at www.divac.org.rs.

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